



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Crisis Management							
Course Code		HAT251		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To give information about how to behave to students in a crisis and stress environment. Examine the emergence of the crisis, strategies to be followed, crisis management and communication.							
Course Content		Definition of Crisis, Crisis Philosophy and Characteristics, Types of Crises, Stages, Causes, Scope of Crisis Management, Crisis Management Strategies, Crisis Management Models, Crisis Management, Change Engineering, Reputation Management, Risk Management, Problem Management, Proactive Approach, Reactive Approach, Crisis The Importance of Communication and Public Relations in Management, Examples of Important Crises							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	TÜZ, Melek (2008)Crisis Management, Aktüel Yayınevi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definitions and Characteristics of the Crisis-Analysis
2	Theoretical	Resources of the Crisis
3	Theoretical	Process and Results of Crisis
4	Theoretical	Crisis and Change Management Plan
5	Theoretical	Periods of Crisis Management And Steps
6	Theoretical	Human Resources Management in Times of Crisis
7	Theoretical	Post-Crisis Management
8	Intermediate Exam	Midterm exam
9	Theoretical	Crisis Management Models and Strategies
10	Theoretical	Areas Related to Crisis Management: Change Engineering, Organizational Culture, Reputation Management, Problem Management, Risk Management
11	Theoretical	Importance of Public Relations in Crisis Management
12	Theoretical	Media in Crisis Management
13	Theoretical	The Process of Managing Crisis in Social Media: Investigation of Successful and Unsuccessful Business Examples
14	Theoretical	Case Studies and Student Presentations
15	Theoretical	Case Studies and Student Presentations
16	Final Exam	Final Exam
17	Final Exam	Final Exam



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	1	2	1	3
Midterm Examination	1	6	1	7
Final Examination	1	8	1	9
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = <b>ECTS</b>				3

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to comprehend crisis management and basic approaches.
2	To be able to make crisis planning by perceiving the crisis.
3	To be able to measure and understand the dimensions of the crisis.
4	To know the public relations process in times of crisis.
5	To be able to analyze the crisis process, its causes and solution proposals.

**Programme Outcomes (Public Relations and Publicity)**

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

**Contribution of Learning Outcomes to Programme Outcomes** 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	3	3	3	3
P2	3	2	3	3	4
P3	3	3	3	2	4
P4	4	3	3	3	3
P5	4	3	4	2	4
P6	4	3	3	3	3
P7	3	4	4	3	3
P8	4	4	3	3	3
P9	3	4	3	3	3

