



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Crisis Management							
Course Code		HİRY515		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Uncertainty and change in the environment constantly confront institutions with unexpected threats or opportunities. The ability of institutions to survive depends on their protection from these hazards or their ability to exploit opportunities. The aim of this course is to teach how to use public relations in institutions in times of crisis.							
Course Content		To be able to learn the basic approaches in crisis management, to analyze the crisis, to understand the sources of the crisis, to understand the causes and solutions of the crisis and to turn them into practice.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Lec. Güliz Müge AKPINAR							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	- Kriz İletişimi, Doç.Dr.İnci Çınarlı, Beta, 2016, İstanbul
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Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept of Crisis and Characteristics of Crises
2	Theoretical	Crisis Factors in Business
3	Theoretical	Stages of the Crisis Process
4	Theoretical	Crisis Management Models
5	Theoretical	Crisis Communication and Important Points in Crisis Communication
6	Theoretical	Case Studies in Crisis Communication
7	Intermediate Exam	midterm exam
8	Theoretical	Crisis Communication Theories
9	Theoretical	Crisis Management Plan and Case Studies
10	Theoretical	Post-crisis management and case studies
11	Theoretical	Management of Problems and Risks
12	Theoretical	Crisis Management in Social Media
13	Theoretical	Crisis Communication Case Analysis examples
14	Final Exam	final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	1. will be able to manage the crisis.
2	Knows crisis management and basic approaches
3	Analyze the crisis process, its causes and solutions
4	Makes crisis planning



5	makes pre-active studies
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**Programme Outcomes** (*Public Relations and Advertising Master*)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

**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	5	3	5	4	3
P2	5	5	5	4	5
P3	4	5	5	4	4
P4	5	1	4	5	2
P5	2	4	5	4	5
P6	4	4	5	4	4
P7	4	5	5	5	5
P8	5	5	5	5	5
P9	3	5	5	4	4
P10	3	4	5	5	

