

EDMG420

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : EDMG420 **Title :** Risk Communications

Length of Course : 8

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course examines media management during local/national disasters and/or events. It will also address the media and all levels of governmental response. The focus will be on actual operations and on-site issues. This course provides the student an arsenal of useable tools and techniques that are universally prescriptive and can be implemented in nearly every risk-associated situation, from public health to accidents to terrorist attacks and even to challenges to corporate reputation management. Students who complete this course will be prepared to make the best possible decisions during a crisis emergency about the affected population's wellbeing, and communicate those decisions, within nearly impossible time constraints, and ultimately, to accept the imperfect nature of choices as the situation evolves.

Course Scope:

You are about to embark on a journey in Public Relations (PR) that few dare to tread. Risk or Crisis Communication is the most volatile and dangerous, and – at the same time – most rewarding and exciting field within the PR arena.

EDGM420, Risk Communications, will introduce you to risk or crisis communications principles. It will provide you with the tools necessary to prevent a communication crisis in your organization and to react to a crisis in the event one should occur.

Upon successful completion of this course, you will have an excellent grasp on who the stakeholders are in your organization, who the key publics are, what types of crisis may affect your organization, how to prepare a crisis communication plan, how to control the effects of rumors and unethical journalistic techniques, and how to manage a crisis. You will be able to make informed and solid decisions before, during, and after a crisis and communicate those decisions in an ethical and responsible manner. This course will not necessarily teach you to solve the problem, but it will undoubtedly teach you to manage the problem to the best possible conclusion.

Objectives

Upon completion of this course, the student will be able to:

CO-1 Differentiate risk communications from crisis communications.

CO-2 Apply the vocabulary and definitions of crisis communications and public relations theories.

CO-3 Explore the theories of risk and crisis communications.

CO-4 Apply the components of crisis communication planning and tools, including problem definition, analysis, and implementation of intervention, evaluation, and feedback.

CO-5 Develop a Crisis Communication Plan for any organization

CO-6 Evaluate the role of the media and of various stakeholders (publics) in crisis communications.

Outline

Week 1: Introduction to Risk and Crisis Communications

Learning Outcomes

CO-1 Differentiate risk communications from crisis communications.

CO-2 Apply the vocabulary and definitions of crisis communications and public relations theories.

CO-6 Evaluate the role of the media and of various stakeholders (publics) in crisis communications.

Required Readings

Fearn-Banks, Chapters 1,2, 3 & 5

Assignments

Participation: Introduction and Online Forum Questions

Week 2: Crisis Communications Theory

Learning Outcomes

CO-2 Apply the vocabulary and definitions of crisis communications and public relations theories.

CO-3 Explore the theories of risk and crisis communications.

Required Readings

Fearn-Banks, Chapters 2 & 15

Assignments

Participation: Online Forum Questions

Week 3: Crisis Communications Cases

Learning Outcomes

CO-4 Apply the components of crisis communication planning and tools, including problem definition, analysis, and implementation of intervention, evaluation, and feedback.

CO-5 Develop a Crisis Communication Plan for any organization

CO-6 Evaluate the role of the media and of various stakeholders (publics) in crisis communications.

Required Readings

Fearn-Banks, Chapter 7 & Appendix A

Assignments

Participation: Online Forum Questions

Begin Crisis Communication Plan (Stakeholders)

Week 4: Technology and Crisis Communications

Learning Outcomes

CO-3 Explore the theories of risk and crisis communications.

CO-4 Apply the components of crisis communication planning and tools, including problem definition, analysis, and implementation of intervention, evaluation, and feedback.

CO-5 Develop a Crisis Communication Plan for any organization

CO-6 Evaluate the role of the media and of various stakeholders (publics) in crisis communications.

Required Readings

Fearn-Banks, Chapters 4, 6, 14 & Pages 308-309

Assignments

Participation: Online Forum Questions

Crisis Communication Plan - Technology Caused

ESF3 (Public Works)

Week 5: Crisis Communications: Natural Disasters & Transportation Crises

Learning Outcomes

CO-3 Explore the theories of risk and crisis communications.

CO-4 Apply the components of crisis communication planning and tools, Crisis Communications: Natural Disasters including problem definition, analysis, and implementation of intervention, evaluation, and feedback.

CO-5 Develop a Crisis Communication Plan for any organization

CO-6 Evaluate the role of the media and of various stakeholders (publics) in crisis communications.

Required Readings

Fearn-Banks, Chapters 10-11 & Pages 310-311

Assignments

Participation: Online Forum Questions

Crisis Communication Plan - Natural Caused

ISA Winter Storm

Week 6: Crisis Communications: Foreign and Domestic & Environmental Crises

Learning Outcomes

CO-4 Apply the components of crisis communication planning and tools, including problem definition, analysis, and implementation of intervention, evaluation, and feedback.

CO-5 Develop a Crisis Communication Plan for any organization

CO-6 Evaluate the role of the media and of various stakeholders (publics) in crisis communications.

Required Readings

Fearn-Banks, Chapters 8-9 & Pages 310-313

Assignments

Participation: Online Forum Questions

Crisis Communication Plan - Human Caused

ESF4 (Firefighting)

Week 7: Crisis Communications: Death and Injury

Learning Outcomes

CO-2 Apply the vocabulary and definitions of crisis communications and public relations theories.

CO-4 Apply the components of crisis communication planning and tools, including problem definition, analysis, and implementation of intervention, evaluation, and feedback.

Required Readings

Fearn-Banks, Chapter 13 & Pages 313-319

Assignments

Participation: Online Forum Questions

Disaster Press Release (video)

Week 8: Crisis Communications: Consumer-caused Crises

Learning Outcomes

CO-2 Apply the vocabulary and definitions of crisis communications and public relations theories.

CO-4 Apply the components of crisis communication planning and tools, including problem definition, analysis, and implementation of intervention, evaluation, and feedback.

Required Readings

Assignments

Participation: Online Forum Questions

Community Feedback Response

Evaluation

Grading:

Name	Grade %
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Materials

Book Title: Crisis Communications, 4th Ed - E-book available in the APUS Online Library; hard copy not available from the APUS Bookstore, please try other sources.

Author: Fearn-Banks, Kathleen

Publication Info: Taylor & Francis Group

ISBN: 9780415880596

Book Title: To find the library e-book(s) req'd for your course, please visit <http://apus.libguides.com/er.php> to locate the eReserve by course #.

Author: No Author Specified

Publication Info:

ISBN: N/A

Resources

Because of the evolving nature of homeland security, this course will make optimal use of the most recent and most relevant literature available. There is a textbook as well as a series of journal articles and other research that will come from the bibliography in this syllabus. Many of the citations will refer you to a web site for easy reference. You will need Microsoft Word and Adobe Acrobat Reader (<http://www.adobe.com/products/acrobat/readstep2.html>).

Like homeland security, the Internet also has an evolving nature. Some of the referenced online literature may be deleted, moved, or renamed during the course. Please be flexible. Alternative readings will be provided for any that are no longer available. If you notice that a link in the syllabus is no longer active, please advise the instructor.

The text for this course is: Fearn-Banks, Kathleen (2011), *Crisis Communications: A Casebook Approach, 4th Edition*, Mauwa, NJ: Lawrence Erlbaum Associates.

EDMG420 E-Book Information

You have the following viewing options for the following course textbook:

Kathleen Fearn-Banks , Crisis Communications, 4th ed.

For example:

1. You can use the URL link(s)* below;
2. Or, select the URL link(s)* from the Web Resources module in the navigation menu of your classroom, if available.
3. Or, use the links in the library's online catalog. To find the book from the catalog :
 1. Select the 'Books and e-Books' link
 2. If you have not utilized Library e-books, please take a moment to read about the different formats and vendors of our e-books.
 3. When ready, select the 'Online Book Catalog' link
 4. Click Continue to advance to the Catalog search page
 5. Search by the book's title and/or author information to find your e-book most effectively.
 6. Once you bring up the appropriate record, the links to each vendor e-book copy are displayed.
 7. Depending on your needs and the availability of the e-book, you may want to click between all of them to find the copy most suitable for you. Printing and downloading options will vary depending on vendor allowances.

*Each of the URLs gives you different ways to look at the book.

- **Ebrary**—This approach helps maintain your own bookshelf, take notes, and highlight—but limits to 5 pages of printing a visit.

<http://ezproxy.apus.edu/login?url=http://site.ebrary.com/id/10432361>

- **Netlibrary**—you can read directly online. Note, printing is one page at a time and, depending on number of users at any one time, you may be locked out.

<http://ezproxy.apus.edu/login?url=http://www.netlibrary.com/urlapi.asp?action=summary&v=1&bookid=339910>

- **Download or Online Reading: EBL**—You can read online, check-out the book to your computer for 1 or 3 days at a time and also print roughly 20% of the content.

www.ezproxy.apus.edu/login?url=http://www.apus.ebib.com/patron/FullRecord.aspx?p=592974

If you encounter difficulties viewing the e-book, please visit the [HELP/FAQs](#) section of the Online Library. If you still have questions, please contact librarian@apus.edu for assistance.

Please Note: Stateside students will not be sent the hard copy version of this text. If you wish to purchase the text, you may do so through our recommended bookstore [MBS Direct](#) or the bookseller of your choice.

Course Guidelines

This course requires a time management plan and the self-discipline to follow it. You are responsible for managing your time, completing assignments on time, completing the readings, and making inquiries as needed to complete the course effectively. This is an 8-week course, which means the material must be learned in a short period of time. This requires dedication and diligence on the part of each student.

Students will follow the American Psychological Association Style Guide (APA 6th Edition) as the sole citation and reference style used in written work submitted as part of this course. Specifically, the parenthetical citations-reference list style method, which includes in-text citations with an adjoining reference

list, will be utilized. Additional information concerning this writing style can be found within the APUS Library.

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. If you find that you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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