

COURSE OUTLINE: CRISIS COMMUNICATION MANAGEMENT & MANAGEMENT OF MEDIA, STAKEHOLDERS AND PUBLIC OPINION DURING CRISES AND NATURAL DISASTERS SITUATION

1. GENERAL

SCHOOL	SCHOOL OF ENGINEERING		
DEPARTMENT	PREVENTION AND MANAGEMENT OF CRISIS AND DISASTERS: INNOVATIVE TECHNIQUES IN CIVIL PROTECTION		
LEVEL OF STUDIES	ISCED level 7 – Master's or equivalent level		
COURSE CODE	CP07	SEMESTER	2 nd SEMESTER
COURSE TITLE	Crisis communication management & management of media, stakeholders and public opinion during crises and natural disasters situation.		
TEACHING ACTIVITIES <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
			6
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	Scientific Area		
PREREQUISITES:	NO		
TEACHING & EXAMINATION LANGUAGE:	Greek, English		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/		

2. LEARNING OUTCOMES

Learning Outcomes <i>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</i>
<p>At the end of the course the student will be able to:</p> <ul style="list-style-type: none"> ❖ Possess the necessary communication skills, so that they can communicate effectively both on an interpersonal and intergroup level during a crisis. ❖ To understand the sense making process of a crisis, so that they can make the necessary decisions to address it. ❖ To know the process of framing a crisis (it concerns the effort of crisis managers to highlight specific positive elements of the entity involved in the crisis, so that to shape the perception of the target audience regarding the events and impacts of the crisis and to positively influence them, so that they maintain a positive and supportive attitude towards the entity in its efforts to address the crisis). ❖ Have the knowledge and ability to manage the media during a crisis.

<ul style="list-style-type: none"> ❖ Have the knowledge and ability to manage public opinion during a crisis. ❖ Be able to plan and implement an effective strategic communication campaign in crisis and emergency situations. 	
General Skills <i>Name the desirable general skills upon successful completion of the module .</i> <div> <div> <i>Search, analysis and synthesis of data and information,</i> <i>ICT Use</i> <i>Adaptation to new situations</i> <i>Decision making</i> <i>Autonomous work</i> <i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i> </div> <div> <i>Project design and management</i> <i>Equity and Inclusion</i> <i>Respect for the natural environment</i> <i>Sustainability</i> <i>Demonstration of social, professional and moral responsibility and sensitivity to gender issues</i> <i>Critical thinking</i> <i>Promoting free, creative and inductive reasoning</i> </div> </div>	
<ul style="list-style-type: none"> ❖ <i>Search, analysis and synthesis of data and information, ICT Use.</i> ❖ <i>Adaptation to new situations.</i> ❖ <i>Decision making.</i> ❖ <i>Autonomous work.</i> ❖ <i>Teamwork.</i> ❖ <i>Working in an international environment.</i> ❖ <i>Working in an interdisciplinary environment.</i> ❖ <i>Project design and management.</i> ❖ <i>Critical thinking.</i> ❖ <i>Promoting free, creative and inductive reasoning.</i> 	

3. COURSE CONTENT

1. Introduction to communication.
2. The process of communication.
3. Human communication (understanding ourselves and others).
4. The role of perception in communication.
5. Crisis management life cycle.
6. Theoretical conceptualization of the crisis phenomenon.
7. Crisis communication environment.
8. The role of communication in crisis management.
9. Crisis communication management.
10. Dealing with the media when managing and responding to crises.
11. Dealing with stakeholders and public opinion when managing and responding to crises.
12. Theoretical conceptualization of strategic communication.
13. Design and implementation of a strategic communication campaign for communication management and crisis response.

4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	Submission of Work, Distance learning
USE OF INFORMATION & COMMUNICATIONS	Use of ICT in Teaching and Communication with Students ❖ digital slides

<p>TECHNOLOGY (ICT) <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i></p>	<ul style="list-style-type: none"> ❖ videos ❖ MsTeams/ e-class, webmail 	
<p>TEACHING ORGANIZATION <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i></p> <p><i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i></p>	<p>Δραστηριότητα</p>	<p>Workload/semester</p>
	Lectures	
	Essay	
	Study	
	Examinations	
	Total	
<p>STUDENT EVALUATION <i>Description of the evaluation process</i></p> <p><i>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</i></p> <p><i>Please indicate all relevant information about the course assessment and how students are informed</i></p>	<p>Student evaluation languages Greek</p> <p>Method (Formative or Concluding):</p> <ul style="list-style-type: none"> ❖ Written case analyses: Cases of crisis communication management and handling of mass media and expert audiences and public opinion in emergency and crisis situations. ❖ Group simulation exercises: Media handling scenarios during crisis management. 	

5. SUGGESTED BIBLIOGRAPHY

1. Balomenos P. Konstantinos, "TURKEY'S STRATEGIC COMMUNICATION CAMPAIGN IN OPERATION «PEACE SPRING»", Research Institute for European and American Studies (RIEAS) & Libya Institute for Advanced Studies (LIAS), Athens, 2020.
2. Μπαλωμένος Παν. Κωνσταντίνος, Διεθνής Τρομοκρατία και Στρατηγική Επικοινωνία. Διαχείριση τρομοκρατικών κρίσεων, Εκδόσεις Ποιότητα, Αθήνα, 2017.
3. Πλειός Γιώργος, Η ΚΡΙΣΗ ΚΑΙ ΤΑ ΜΜΕ, Αθήνα, Εκδόσεις Παπαζήση, 2013.
4. Coombs Timothy W., Holladay Sherry J., The Handbook of Crisis Communication, USA, WILEY- BLACKWELL Publishing Ltd, 2010.

5. Fearn-Banks Kathleen, *Crisis Communications: A Casebook Approach*, Third Edition, New Jersey, Lawrence Erlbaum Associates, 2007.
6. Σταμάτης Γιώργος, *Ολοκληρωμένη Στρατηγική Επικοινωνία*, Β' Έκδοση, Εκδόσεις Σταμούλη, Αθήνα 2007.