COMM 3337: Crisis Communication
Instructor: Dr. Leslie Y. Rodriguez
Spring 2021

Instructor Information
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Office Hours: Monday & Wednesday: 1 pm-2pm; Tuesday & Thursday: 12 pm-3pm; and by Appointment

Readings

Course Description
COMM 3337 - This course focuses on crisis communication and management, emphasizing practical application of theories, strategies, and tactics from a public relations perspective.

Course Requirements: (total = 1000 points)

Exam 1 = 100 points
Exam 2 = 100 points
Crisis Communication Plan = 300 points
Press Release = 50 points
Case Studies & Activities = 200 points (8@25 points)
Project Checks = 200 points (4@50 points)
Participation = 50 points
  Great = 50 points Good = 40 points Average = 30 points Fair = 20 points Poor = 10 points

Student Learning Goals:
• Identify and explain key principles of crisis communication management.
• Explain the role of strategic communication, and apply best practices of that structure in crisis situations.
• Know how to write a press release
• Understand role of media in a crisis and demonstrate media skills and information distribution during a crisis;
• Apply crisis communication strategies with the use of critical thinking and practice ethical and legal principles for best outcomes in a crisis.
• Research, analyze and develop a crisis communication plan.

General Course Requirements

• Students will take two exams to demonstrate their knowledge of course material. Exams may consist of a variety of multiple-choice, true/false, short answer, and essay questions.
• Students will participate in several case studies and activities throughout the semester to demonstrate application of knowledge learned in course.
Students will select an organization and create a thorough Crisis Communication Plan as established through course content and guided through an assignment sheet.

Students will create a press release to demonstrate their knowledge of appropriate AP format.

Course Grading Based on the Following Point System

The following grading scale will be used: A=1000-900   B=899-800   C=799-700   D=699-600   F<600

Course Policies

1. Attendance

Regular attendance is required in this course. Attendance will be taken and counted beginning the first day of class. The student is allowed to miss 2 days without penalty to the final grade. However, a student’s absence will result in a zero for all work/assignments completed on that day. Once a student misses TWO classes, two (2) points will be deducted from the student’s FINAL average for each additional absence. This number includes both EXCUSED and UNEXCUSED absences. You will be counted absent if you are not present for the entire class. Three tardies will result in an absence. To be considered excused for a class absence, the student must be excused through the school or provide the instructor proper documentation for the absence.

2. Missed Class Activities/Case Studies

If you are not present for class activities, you will not be awarded any points for these days. Unfortunately, these cannot be made up or done ahead of time as they require in class participation. A student who is not fully engaged in the class activity or case study will not be awarded full point for the activity although present.

3. Late Tests

If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member), you must make the test up within a reasonable length (no more than one week, desirably less.) All arrangements for making up work should be made prior to the absence, if possible, and is the student’s responsibility. A typed, signed and dated explanation must be given to the instructor upon returning to class. If the instructor notes that the absence as unexcused, the student will NOT have an opportunity to take the missed exam; as such, the student will receive a zero for the missed exam.

4. Academic Misconduct

****Cheating on an exam or plagiarism on any assignment will result in an F in the course regardless of a student’s numerical average. ****

5. Class Etiquette

Please be a courteous student and peer. TEXTING OR ANY OTHER USE OF ELECTRONIC DEVICES IN CLASS IS NOT ALLOWED. You will be counted absent and will receive a zero for any work for that day is caught texting or on their electronic devices during class. I will not announce this in class, I will only note my records accordingly.
6. Project Checks

Student work on their project will be evaluated periodically to insure that the student is using classroom time to work on the CCP/CMP project. If the student is not in class on the day of the checks or if the student is not showing progress on the assignment, the student will not be awarded full points for these graded checks.

7. Honor Code Policy

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student’s own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

****Cheating on an exam or plagiarism on any assignment will result in an F in the course regardless of a student’s numerical average. The instructor may pursue matters with the Academic Integrity Board ****

8. Disability Statement

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting

Mrs. Dallas Swafford, Director of Student Development 325-942-2047 office or 325-942-2211 Fax
dallas.swafford@angelo.edu University Center, Suite 112B

9. Religious Holiday Observance

A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.

B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

10. Title IX at Angelo State University:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Title IX Coordinator. You may do so by
contacting:
Michelle Miller, J.D. Title IX Coordinator
Mayer Administration Building, Room 210
325-942-2022
michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form. If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.
The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit www.angelo.edu/title-ix.
January 25: Overview of syllabus, discussion of course requirements

January 27: TBA

February 1: Chapter 1: A Need for More Crisis Management Knowledge
February 3: Class Activities and Case Studies
February 8: Chapter 2: Risk as the Foundation for Crisis Management and Crisis Communication
February 10: Class Activities and Case Studies
February 15: Chapter 3: The Crisis Mitigation Process: Building Crisis Resistant Organizations
February 17: Class Activities and Case Studies
February 22: Exam 1 – Chapters 1-3
February 24: Catch up

March 1: Chapter 4: Crisis Preparing: Part I
March 3: Class Activities and Case Studies
March 8: Chapter 5: Crisis Preparing: Part II
March 10: Class Activities and Case Studies
March 15: Chapter 6: Recognizing Crises
March 17: Class Activities and Case Studies
March 22: Exam II: Chapters 4-6
March 24: Press Releases
March 29: Chapter 7: Crisis Responding
March 31: Class Activities and Case Studies

April 5: Chapter 8: Post Crisis Concerns
April 7: Case Studies & Activities
April 12: Discuss Project
April 14: Project Workshop
April 19: Project Workshop
April 21: Project Workshop
April 26: Project Workshop

April 28: Project Workshop

May 3: Projects Due

May 5: No Class

Wednesday, December 10: NO FINAL EXAM