

# EDMG612

**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.

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## Course Summary

**Course :** EDMG612 **Title :** Risk Communications

**Length of Course :** 8

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

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## Description

**Course Description:** This course examines necessary communication that must be provided by public officials before and during emergencies and disasters in order to protect the public and achieve understanding and cooperation. Specific theories of emergency and disaster communication are examined. The communication surrounding several recent disaster events is analyzed, and students write a press briefing or press release for one of these cases. Finally, students engage in a forum discussion of a disaster of their choice, appropriately titled: 'the good, the bad, and the totally clueless.' Students achieve an enhanced ability to deal with the media and the public before and during crisis situations, which is an extremely valuable skill to have.

### Course Scope:

During this term, you will study the theories and concepts associated with risk and crisis communication. The first three weeks are devoted to theory. Weeks four and five are dedicated to application. During weeks four and five, you will relate the application material to one of the following cases:

- Hurricane Sandy
- Penn State
- The pandemic flu threat
- The anthrax threat and response
- The BP Deepwater Horizon event
- Global warming impacts

In week six, you will write a press release for the chosen case you examined in weeks four and five. In weeks seven and eight, you will examine cases of communication in crisis.

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## Objectives

After successfully completing this course, you will be able to

- **LO-1:** Synthesize the theory of risk and crisis communication.

- **LO-2:** Assess how emergency risk and crisis communication concepts apply to crisis events.
  - **LO-3:** Evaluate the psychology of a public health or other emergency and what messages the public will need from the leadership and spokespersons.
  - **LO-4:** Integrate the components of crisis communication planning and tools, including problem definition, analysis, and implementation of intervention, evaluation, and feedback.
  - **LO-5:** Distinguish various perceptions of risk and assess effective communications strategies.
  - **LO-6:** Evaluate the role of the media and public in homeland security.
  - **LO-7:** Critique how local, state, and federal emergency response and recovery operations (including governmental and nongovernmental organizations) should communicate among themselves, to the public, and to their stakeholders.
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## Outline

### **Week 1: Crisis Communication Theory: Definitions; Stage Models; Warning Systems; Learning & Renewal**

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Learning Objectives

LO-1

Readings

Sellnow & Seeger, Chapters One, Two, Three, and Four

Assignment

Forum One;

Assignment One

### **Week 2: Crisis Communication Theory: Chaos, Coordination, & Resilience; News Framing & Diffusion; Image Repair & Narratives**

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Learning Objectives

LO-2

LO-3

Readings

Sellnow & Seeger, Chapters Five, Six, and Seven

Assignment

Forum Two – Three;

Assignment Two

### **Week 3: Crisis Communication Theory: Ethics & Justice; Meaningful Change & Future Research**

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Learning Objectives

LO-2

LO-4

Readings

Sellnow & Seeger, Chapters Eight, Nine, and Ten

Assignment

Forum Two – Three;

Forum Three – Four;

Assignment Three

#### **Week 4: Crisis Communication Application: Preparation, Organization, Audiences, the Press**

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Learning Objectives

LO-4

LO-5

Readings

Hoffman, Chapters One - Seventeen

Assignment

Forum Three – Four;

Forum Four – Five;

Assignment Four

#### **Week 5: Crisis Communication Application: Messages, Presentation, Damage Control, Cases, Learning**

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Learning Objectives

LO-5

LO-6

Readings

Hoffman, Chapters Eighteen – Thirty-Six

Assignment

Forum Four – Five;

Forum Five – Six;

Assignment Five

## **Week 6: Press Release**

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Learning Objectives

LO-2

LO-4

LO-7

Readings

n/a

Assignment

Forum Five – Six;

Forum Six – Seven;

Assignment Six

## **Week 7: Good, Bad, & Clueless**

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Learning Objectives

LO-5

LO-7

Readings

Adubato

Assignment

Forum Six – Seven;

Forum Seven - Eight

## **Week 8: Good, Bad, & Clueless**

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Learning Objectives

LO-4

Readings

Adubato (as needed)

Assignment

Forum Seven - Eight

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## **Evaluation**

**Forum Assignments:** To achieve full credit for a forum, one must: create an original post; respond to a minimum of two classmates; respond to everyone who responded to you. Posts must be thoughtful and responses helpful in a way that enhances understanding of the topics and issues.

**Weekly Papers:** Papers will be graded using the APUS graduate rubric, with attention paid to comprehension, depth of knowledge, and clear expression of ideas and arguments. Additionally, adherence to APA conventions will be required.

**Grading:**

Name	Grade %
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## Materials

**Book Title:** Disaster Communications in a Changing Media World, 2nd Ed. - E-book available in the APUS Online Library

**Author:** George Hadow & Kim Hadow

**Publication Info:** Elsevier

**ISBN:** 9780124078680

**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 #. You must be logged in to eCampus first to access the links.

**Author:** N/A

**Publication Info:** N/A

**ISBN:** N/A

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## 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.

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# University Policies

## [Student Handbook](#)

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

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