COM 4360.500
Issues Management and Crisis Response
ONLINE – SUMMER 2021
Stephen F. Austin State University
Department of Languages, Cultures, and Communication
Communication Studies Program
www.sfasu.edu/commstudies

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Course Description: An examination of current practice in corporate communication issues management and crisis response. Students will engage literature relating to the area of issues management and crisis response. This course will be situated in two primary fields within Communication: Organizational Communication and Corporate Communication.

Primary Goals and Learning Objectives for the Course:
1) Become familiar with theoretical and practical ways to relate key issues in a crisis situations.
2) Understand key concepts of crisis and risk communication practice and theory such as issue framing, stakeholder theory, reputational management, leading, apologia, high reliability theory, crisis stages, mitigation, failures, organizational responsibility, communication ethics, change, and organizational learning.
3) Enhance knowledge of key constructs by which to assess unpredictable moments.
4) Build a greater understanding of relating to the public in crisis situations.
5) Analyze the importance of communication in crisis response and emergency management.

Communication Studies Program Learning Outcomes:
1. Students majoring in Communication Studies should display comprehension of major communication theories.
2. Students majoring in Communication Studies will apply the major theories in the field to communicate effectively in a variety of settings.
3. Students majoring in Communication Studies will be able to use an appropriate methodology to conduct a critical, humanistic, or social scientific study of a research question in communication.
4. Students majoring in Communication Studies will be able to recognize the central role of freedom of expression and inquiry in a diverse and democratic society.
5. Students majoring in Communication Studies will be able to demonstrate knowledge of ethical principles in communication.
6. Students majoring in Communication Studies will be able to demonstrate competence in logical and critical thinking.

Course Materials: Students will be expected to purchase the following:
- Additional reading materials will be provided during the semester by your instructor via D2L.
Governing Policies: The following policies will apply toward classroom decorum.

1. ACCEPTABLE STUDENT BEHAVIOR: Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

2. COURSE ADAPTATIONS: To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

3. ACADEMIC INTEGRITY: Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. Definition of Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

4. GRADE WITHHELD POLICY (Semester Grades A-54): II. Withheld Grades: Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. http://www.sfasu.edu/policies/semester_grds.asp

5. MAKE UP AND LATE WORK: All dates are final. Students should complete work as assigned through the semester. Graded activities not turned in on time result in a ZERO for the activity. Students missing work due to documented illness, University sponsored event or family emergency must provide acceptable documentation prior to making up any work that is schedule to be completed within a single allotted timed event. Most graded activities are to completed over a multiple day window, such graded activities will not be accepted past the scheduled due date unless there is a documented medical emergency that is
signified in writing from a medical doctor that the student was incapacitated during the entire time window of dates.

**Evaluation:** In addition to attendance, students will be evaluated using exams and written work. Each evaluated activity must be completed and turned in by the scheduled class meeting time. Your professor throughout the semester will provide additional instructions.

**Assignments:** Assignments will include online discussion and dropbox assignments. Points per activity will vary in each learning module; however, all modules will include activities that factor into the final grade for the course. Assignments are detailed in the modules and indicate the point value. The APA Style Guide should be used to format all assignments. You are expected to use in-text citations and include references of the text with page numbers, additional readings, journal articles, and module content for ALL assignments. A reference of all sources used should follow the assignment. For assignments, the goal is for you to show you are reading and mastering the material. **Assignments will combine to be worth a total of 600 points.**

**Exams:** There will be two celebrations/exams throughout the semester. Exams will be multiple-choice and will be completed via D2L on the assigned dates. **Each exam will be worth 200 points.** **Exams will be worth a total of 400 points.**

**Tentative Course Calendar:** The course timeline/calendar should be used by students to see when daily readings, assignments, and exams are scheduled. A course timeline is provided on D2L.