



Faculty of Economic Sciences, Communication and IT  
Media and Communication Studies

## Syllabus

### Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 10 December 2008, and is valid from the Autumn semester of 2009 at Karlstad University.

**Course Code:** MKGA81

**Crisis Communication, 7.5 ECTS Credits**

**(Kriskommunikation, 7.5 Swedish credit points)**

**Degree Level:** Bachelor

**Progressive Specialisation:** G2F (First cycle, has at least 60 credits in first-cycle course/s as entry requirements)

### Language of Instruction

Swedish. Some components may be taught in English.

### Prerequisites

60 ECTS Credits in the field of Media and Communication Studies.

### Major Field of Study

MKA (Media and Communication Studies)

### Learning Outcomes

Upon completion of the course students should be able to

- identify and describe important steps in an organization's handling of crisis communication,
- assess the vulnerability of an organization from the perspective of crisis communication,
- prepare a communication plan for dealing with crisis, and
- explain and critically discuss the cooperation between media, society and organizations during a crisis situation.

### Content and Form of Instruction

We are encountered with descriptions of how risks and crisis can affect us and our society. This course deals with how an organization can plan for, handle and evaluate communication in a state of crisis. The course focuses on what the continuously changing conditions of globalization and digitalization mean to crisis communication. In the course, the students have the chance to analyze and evaluate current or historical examples of how organizations have been dealing with crisis communication. Students also have the chance to critically discuss the role of media and organizations for a crisis consciousness in society.

### Reading List

See separate document.

### Examination

Examination is in the form of oral and written reports.

### Grades

One of the grades Distinction (VG), Pass (G) or Fail (U) is awarded in the examination of the course. For international students the Swedish grades are interpreted to the international ECTS-scale.

### Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

### Course Certificate

A course certificate will be provided upon request.

### Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

The local regulations for studies at the Bachelor's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.

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