

Syllabus AMS 3350 Crisis Communication
Spring 2017
Tuesdays & Thursdays 11:30am – 12:45pm
CB2 1.202

Professor Contact Information

Professor	E. Lynn Winstead, Ph.D.
Office Phone	972-883-2804
Other Phone	214-727-4931
Email Address	lwmm061000@utdallas.edu
Office Location	HH 2.140
Office Hours	Tuesdays & Thursdays 9:00 – 11:30am; 2:15pm-4pm Mondays, Wednesdays & Fridays by appointment; Skype & Facetime appointments also available.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

No pre-requisites required

Course Description

This class is about crisis communication. It will focus on the definition of crisis and the elements of crisis communication, crisis response, ethical communication in crisis, response to risk and various forms of crisis events will also be a primary focus. It is designed to teach about the components of crisis communication issues through lectures, assigned readings, film/video screenings and writing assignments. Achievement of these goals, though, is primarily up to you. Not only do you need to attend carefully to readings, class discussions, and video presentations, you need to THINK about these materials and ideas.

Student Learning Objectives/Outcomes

1. Students will be able to describe various forms of crisis communication and analyze how to work through an organizational crisis event.
2. Students will be able to compare and contrast the stages of crisis management and communication.
3. Students will be able to identify and assess three vulnerable areas for organizations in regards to vulnerability for potential crisis areas and what strategies to employ to insulate organizations from those vulnerabilities.

Required Textbooks and Materials

TWO Required Textbooks:

Ongoing Crisis Communication: Planning, Managing, and Responding by W. Timothy Coombs, 4th edition – Sage Publications (2015). NO EARLIER EDITIONS WILL BE ACCEPTED.

Applied Crisis Communication and Crisis Management: Cases and Exercises by W. Timothy Coombs – Sage Publications (2014). NO EARLIER EDITIONS WILL BE ACCEPTED.

Required Materials

A computer, access to the internet, an elearning account, crisis communication related current events and outside media regarding crisis communication issues.

Suggested Course Materials

Please notice examples of crisis communication; both good examples and poor examples, and come prepared to share them and relate them to our textbook.

Assignments & Academic Calendar: Topics, Reading Assignments, Due Dates, Exam Dates:

AMS 3350 ASSIGNMENT SCHEDULE

	Tuesdays	Thursdays
Week 1	January 10th	January 12th
	Class Expectations, Syllabus, Policies and Procedures Begin Ongoing Crisis Book	Group Meetings, Read Chapters 1 & 2 Presentation Preparations-Meet w/ Professor In Office
Week 2	January 17th	January 19th
	Group Meetings, Read Chapters 1 & 2 Presentation Preparations-Meet w/ Professor In Office	Chapter 1 Discussion & Group Presentation Read Chapter 2
Week 3	January 24th	January 26th
	Chapter 2 Discussion & Group Presentation Group Meetings & Presentation Prep	Online Assignment Chaps 1 & 2 - Instructor at Conference Read Chapter 3 - Group Meetings & Presentation Prep
Week 4	January 31st	February 2nd
	Instructor at Conference Read Chapter 3 & Group Meetings and Presentation Prep	Chapter 3 Discussion & Group Presentation Read Chapter 4
Week 5	February 7th	February 9th
	Chapter 4 Discussion & Group Presentation Read Chapter 5	Chapter 5 Discussion & Group Presentation Read Chapter 6
Week 6	February 14th	February 16th
	Chapter 6 Discussion & Group Presentation Read Chapter 7	Chapter 7 Discussion & Group Presentation Read Chapter 8
Week 7	February 21st	February 23rd
	Chapter 8 Discussion & Group Presentation Read Chapter 9	Chapter 9 Discussion & Group Presentation Read Epilogue Chapter
Week 8	February 28th	March 2nd
	Epilogue Chapter Discussion & Group Presentation Test 1 Posted on elearning: Ongoing Crisis Book	Work on Test
Week 9	March 7th	March 9th
	Work On Test - Begin Applied Crisis Book Test Due: 11:59 pm uploaded to elearning/turnitin.com	Case Presentations Applied Crisis Book
Week 10	March 14th	March 16th
	SPRING BREAK	SPRING BREAK
Week 11	March 21st	March 23rd
	Case Presentations Applied Crisis Book	Case Presentations Applied Crisis Book
Week 12	March 28th	March 30th
	Case Presentations Applied Crisis Book	Case Presentations Applied Crisis Book
Week 13	April 4th	April 6th
	Current Crisis Events	Current Crisis Events
Week 14	April 11th	April 13th
	Current Crisis Events CURRENT CRISIS EVENT PAPER DUE 11:59 to elearning	Current Crisis Events Test 2 Posted on elearning: Applied Crisis Book
Week 15	April 18th	April 20th
	WORK ON TEST	Make Up Day
Week 16	April 25th	April 27th
	Current Crisis Events & Indiv Make Up Presentations Class Wrap Up	Work On Test - TEST 2 DUE 11:59PM TONIGHT Uploaded to elearning/Turnitin.com
Week 17	May 2nd	May 4th
	University Scheduled Reading Days	
Week 18	May 9th	May 11th
	University Scheduled Final Exam Days	

Grading Policy

20%	Attendance-Participation-Quizzes-Online Assignments-Classroom Activities
20%	Group Presentations (2) Averaged Together
20%	Test 1 – Ongoing Crisis Communication Book
20%	Test 2 – Applied Communication Book
20%	Crisis Event Presentation & Paper

Course Policies:

Tests: There will be two tests. Each is worth 20% of your grade (for a total of 40% for both tests) and they are ALL ESSAY and will be posted online through elearning. The tests will be turned in through elearning as well. The bulk of the questions are taken from readings and presentations but it is important to pay attention to videos and participate in class discussions. I sometimes draw from these sources as well to design the test. I will explain more about the test taking procedures in class as the time for that draws closer. **PLEASE SEE ASSIGNMENT SCHEDULE FOR WHEN THE TESTS ARE DUE UPLOADED TO ELEARNING/TURNITIN.COM.** Again, see the late work policy. Also, any student collaboration of ANY KIND on tests will result in a zero and a referral to the Dean over academic integrity for investigation and potential disciplinary and academic penalties. I reserve the right to change the format of the test if another form of test appears to be more appropriate for the class. This could be changing to a multiple-choice test, an essay test in blue books during class time, or a combination. This will be at the professor's discretion.

Make-up exams

Make-up exams will be given only in highly unusual circumstances and at my discretion; it would be VERY RARE that I would allow someone to make up a test. Be there on the date and time for the exam. No "extra time" and no extra credit.

Extra Credit

There will be no extra credit. No exceptions.

Late Work

There are no make up activities for in-class assignments if class is missed. Any online assignments will not be accepted after the cut-off period and the assignment is restricted from view. On tests or the current event paper, 20 points will be removed for each day a paper or test is late, after 5 days the paper or test will not be accepted and will result in the grade of "0" for the test or assignment.

Special Assignments/Online Assignments

At times we will have quizzes, outside assignments, in class activities, or online assignments that will be reflected in the daily grade for the day for which they were assigned. Again, see the late work policy above, but these daily grades will not be accepted late for any reason.

Current Event Crisis Paper

Pick a current crisis event (September 1, 2016 to now) and give an overall summary of the event and then RELATE THE CRISIS to the chapter lessons and concepts that we have discussed up to that point in the class. This should be a 5 page paper, in APA format and you must relate the components of your chosen current event topic to a MINIMUM of TEN components previously discussed in class. The paper is due uploaded to elearning (see assignment/class schedule for date/time). You can relate the current event to the entire book. YOU MUST SIGN UP FOR A TOPIC and will be penalized if you repeat a topic that someone else already has

chosen. Topic sign up will be through a discussion board post on elearning so you can see all the other topics chosen and will be on a first come, first serve basis. YOU MAY NOT CHANGE YOUR TOPIC once you have signed up for it. I promise you there are enough crisis events to go around. The "current event" must have occurred between September 1, 2016 to now. There are crisis events in the media EVERY day. If you have any questions or concerns about your topic please come and ask me. This paper is worth 20% of your grade.

Group Presentations

There will be two group presentations. The first presentation will be over a chapter in the Ongoing Crisis book and the second presentation will cover a case study related to crisis communication from the Applied Communication book. THESE TWO PRESENTATIONS will be averaged together for one group presentation grade, which will be 20% of your grade. Students will be assigned to present the concepts from the chapter for the week as a group presentation. You will be required to bring in an outside resource to illustrate the concepts, show as an example, etc. (using a current event, a video, a website, or something in the media related to the chapter) assigned for that date. This will be a major portion of the class grade (20%). The grading criteria for this presentation will be presented by the instructor and explained and please reference the teacher grading rubric and the handout for how this assignment is graded. Each student in the group presentation will rate all of the other students on 5 criteria regarding participation and effort towards the completed group presentation. The average of the student ratings will be averaged with the teacher score of the overall quality, effort and relevance of the presentation. If a student is absent on the day of the group presentation that they are supposed to do their presentation, the ONLY make up opportunity will be an individual presentation at the end of the semester on a topic relevant to crisis communication of the professor's choosing, and the highest grade available will be an 70 (30 point penalty for not doing the group presentation). Please see the handout for more information about the group presentation..

Class Attendance and Participation

Students are required to attend class. You will be given an attendance/ participation grade for every class made up of firstly, just being there, participation in the discussion, activities, etc. Any distracting talking amongst students, cellphone activities, texting, etc. will count against your attendance/participation grade. You will start out with an attendance/participation grade of 100. If you miss one class meeting/discussion, you will still have a 100 because there is one "free" absence. After that first absence, 5 pts will be deducted from the grade of 100, and for every class absence after that, another 5 pts will be deducted. Please note that absences and lack of participation will have a significant impact on your grade. This portion of the class makes up 20% of your grade. Participation is more than just showing up; it is getting engaged in the discussion and actively learning. Points will be taken off of your participation grade for talking/whispering to other students while I or another student is presenting material to the class. The attendance and participation policy has been outlined so you should be aware of the related grading criteria. There is no need to contact me about missing class unless there is some specific circumstance that you would like for me to be aware of. You should check elearning for any class assignments, announcements, etc. You are responsible for all class information regardless of whether you were in attendance. Also, please forward your UTD email if you do not check it regularly, so that you will receive any emails, announcements and important class information. **PLEASE NOTE: leaving early, coming late and lack of participation will affect your grade. Attendance, being on time, staying through class and participating ALL factor into your attendance and participation grade.** Leaving early and arriving late will be noted and an appropriate penalty will be applied to the attendance/participation grade. Please understand that you will be asked to leave class, marked absent and points taken off of your participation grade if you are disruptive by use of an electronic device, talking or disruptive in any other way. Attendance is an important part of the learning experience in this crisis communication class. **You will AUTOMATICALLY receive a failing grade if you miss 8 or more classes.** There is no way that you could have absorbed the material if you have missed 8 or more classes, therefore you will not be eligible to pass the class,

REGARDLESS of other grades in the class. Attendance and class interactions play a vital role in teaching the concepts set out in the learning objectives for the class. In addition to losing points for not attending and/or not participating, you can also lose points on quizzes and daily/weekly type assignments.

Classroom Citizenship

Disrespect of any student or of the professor will not be tolerated. This behavior will be reflected in the Class Participation Grade. We are here to listen, with an open mind, and learn; i.e.: to be good citizens.

Elearning

Elearning is a major source of communication and involvement in this class. You will use elearning for various class participation activities throughout this class. Please make yourself familiar with elearning if you are not already. It will be an essential part of this class.

Email

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts. PLEASE FORWARD YOUR UTD EMAIL TO YOUR REGULAR EMAIL ACCOUNT IF YOU DO NOT CHECK YOUR UTD ACCOUNT DAILY!

Scholastic Dishonesty:

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting for credit any work or materials that are attributable in whole or in part to another person, taking an examination for another person, or any act designed to give unfair advantage to a student or the attempt to commit such acts. Plagiarism, especially from the web, from portions of papers for other classes, and from any other source, is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.