

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Definition: Public Relations & Crisis

1- Basic Information:

Course Name	Public Relations & Crisis_PRC543
Course ID	PRC543
Contact Hours (Registered Sessions)	18
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	No One
Exam	75 min
Registered Sessions Work Load	18
Synchronized Session Work Load	18
Credit Hours	4

2- Pre-Requisites:

Course	ID
No One	-

3- Course General Objectives:

- Introducing the student to the different concepts of the crisis and the relationship of social and human sciences.
- The student's knowledge of the different dimensions of the crisis and its reflection on society and the individual.
- Introducing the student to the causes of the crisis and how to classify the crisis and the life cycle of the crisis.
- Understand the concept of crisis management, objectives and methodology.
- Knowledge of the principles of dealing with crises and the elements of effective crisis management.
- Crisis response strategies and the role of public relations in dealing with crises

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Historical development of the crisis and its dimensions
ILO2	Introduction to the concept of crisis
ILO3	Introduction to Crisis Management
ILO4	Foundations of Crisis Management t
ILO5	Crisis Response Strategies
ILO6	Public Relations and Crisis Management
ILO7	PR and crisis communication
ILO8	Crisis Management Team
ILO9	The composition of the crisis management team and the stages of its work
ILO10	Crisis Management

5- Course Syllabus (18 hours of total synchronized sessions)

RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Historical development of the crisis and its dimensions	٣	٣	Assignments	In this theoretical and practical book they are integrated together
				Exercises	
ILO2	Introduction to the concept of crisis			Assignments	In this theoretical and practical book they are integrated together
				Exercises	
ILO3	Introduction to Crisis Management	٣	٣	Exercises	In this theoretical and practical book they are integrated together
				Exercises	
ILO4	Foundations of Crisis Management			Exercises	In this theoretical and practical book they are integrated together
				Exercises	
ILO5	Crisis Response Strategies	٣	٣	Exercises	In this theoretical and practical book they are integrated together
				Exercises	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO6	Public Relations and Crisis Management			Exercises Exercises	In this theoretical and practical book they are integrated together
ILO7	PR and crisis communication	3	3	Exercises Exercises	In this theoretical and practical book they are integrated together
ILO8	Crisis Management Team	٣	٣	Exercises Exercises	In this theoretical and practical book they are integrated together
ILO9	The composition of the crisis management team and the stages of its work	٣	٣	Exercises Exercises	In this theoretical and practical book they are integrated together
ILO١٠	Crisis Management			Exercises Exercises	In this theoretical and practical book they are integrated together

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Historical development of the crisis and its dimensions		✓	✓	✓		✓
ILO2	Introduction to the concept of crisis		✓	✓	✓		✓
ILO3	Introduction to Crisis Management		✓	✓	✓		✓
ILO4	Foundations of Crisis Management		✓	✓	✓		✓
ILO5	Crisis Response Strategies		✓	✓	✓		✓
ILO6	Public Relations and Crisis Management		✓	✓	✓		✓
ILO7	PR and crisis communication		✓	✓	✓		✓
ILO8	Crisis Management Team		✓	✓	✓		✓

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO9	The composition of the crisis management team and the stages of its work		✓	✓	✓		✓
IL10	Crisis Management		✓	✓	✓		✓

7- Practice Tools:

Tool Name	Description
	Non one

8- Main References

1. جودة، محفوظ أحمد، العلاقات العامة : مفاهيم وممارسات، الطبعة الرابعة، عمان: دارزهران، ٢٠٠٦.
2. محمد ناصر، تيسير زاهر، ادارة العلاقات العامة ، منشورات جامعة دمشق ، ٢٠١٢
3. لبنان هاتف الشامي – العلاقات العامة المبادئ والأسس العلمية – دار اليازوري العلمية لنشر والتوزيع ، عمان ، ٢٠٠١
4. محفوظ احمد جودة- العلاقات العامة مفاهيم وممارسات- دارزهران للنشر والتوزيع- عمان ٢٠٠٦.
5. محمد فريد الصحن – العلاقات العامة المبادئ والتطبيق- الدار الجامعية – الإسكندرية ١٩٩٠.
6. محمد نجيب الصرايرة- العلاقات العامة - عمان – مكتبة الرائد العلمية-٢٠٠١.
7. محمد - عبد الغني هلال، مهارات ادارة الازمات ، القاهرة، مركز تطوير الأداء والتنمية، ٢٠٠٤.
8. السيد عليوة، ادارة الوقت والأزمات وإدارة بالأزمات " ، القاهرة، دار الأمين للنشر والتوزيع، ٢٠٠٣.
9. مصطفى - التهامي مصطفى : إدارة الأزمات والكوارث، مجلة التنمية الإدارية، الجهاز المركزي للتنظيم والإدارة، العدد ١١١، إبريل ٢٠٠٦
10. نبيل - إسماعيل رسلان : منهج إدارة الأزمات في الإدارة العامة المقارنة، مجلة الإدارة، العدد الثالث، المجلد ٢٧ ، يناير.
- 11- Everly, Jr., George S. (2000). Crisis Management Briefings (CMB) : Large Group Crisis Intervention in Response to Terrorism , Disasters, & Violence. "International Journal of Emergency Mental Health , 2(1),53-57 .
- 12- Falkheimer , Jesper & Heide , Mats (2006)."Multicultural Crisis Communication : To wards a Social Constructionist Perspective " . Journal of Contingencies &Crisis Management . Vol. (14),No.(4):180-189..
- 13/ Gundel , Stephan (2005) . " Towards A New Typology of Crisis " . Journal of Contingencies &Crisis Management . Vol .(13) , No (3): 106-115 .

Syrian Arab Republic		الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

- 14- Lalonde , Carole (2004). "In Search of Archetypes in Crisis Management ." Journal of Contingencies & Crisis Management . Vol. (12) , No .(2):76-87.
- 15- Lukaszewski , James E . (1999) . "Seven Dimensions of Crisis Communication Management : A strategic Analysis And Planning Model". Ragan's Communications Journal, Jan. /Feb.
- 16- Szpirglas, Mathias , Acquier, Aurelien &Gand , Sebastien (2005) . "Understanding Organizational Crisis Management Process : An Analytical Framework Drawn From A case Study In A Public Company".
Communication At Euram , Munich , Germany .
- 17- Tritz ,Trina Wolosek (2001). Crisis Management Strategy Utilized By The United States Department Of Defense Following The Terrorist Attack On America :A case Study " . Department Of Communication Studies:83-94
- 18-Augustine,Norman (1995). Managing The Crisis You Tried To Prevent. Harvard Business Review. Nov.-Des.: 147-
- 19- Boin , Arjen &McConnell , Allan (2007) . "Preparing for Critical Infrastructure Breakdowns :The Limits of Crisis Management &the Need for Resilience ." Journal of Contingencies & Crisis Management .Vol.(15) , No . (1):50-59