



<b>Course:</b> Crisis Communication	<b>Course type:</b> seminar	<b>Credits:</b> 4	<b>Course ID:</b> tantárgy kódja
<b>Course responsible:</b> Dr. Brigitta Sáfár	<b>Programme type:</b> full time	<b>Hours/Semester:</b> 20	<b>Assessment:</b> exam
<b>Course objectives:</b> The aim of the course is to have a better understanding of crisis communication in emergencies or disaster situations. The course gives in-depth knowledge on different crisis communication methods.			
<b>Competencies to be improved:</b> minimum 3 kategóriához, összesen minimum 5 db kompetencia kell Knowledge: T1, T3, T4 Ability: K5, K6 Attitude: A3, A6, A8 Autonomy and responsibility: F3			
<b>Compulsory literature:</b> Downloadable course material provided by the lecturer. Course materials are downloadable in Neptun Meet Street in the time of the classes indicated in the timetable. <b>Recommended literature:</b> Crisis and Emergency Risk Communication <a href="https://emergency.cdc.gov/cerc/ppt/cerc_2014edition_Copy.pdf">https://emergency.cdc.gov/cerc/ppt/cerc_2014edition_Copy.pdf</a>			
<b>Course content:</b> <ol style="list-style-type: none"><li>1. Crisis and Emergency Risk Communication – Basics</li><li>2. Psychology of a Crisis</li><li>3. Messages and Audiences</li><li>4. Crisis Communication Plans</li><li>5. Spokepersons and communicators</li><li>6. Working with the Media</li><li>7. Stakeholder and Partner Communication</li><li>8. Other Communication Channels</li><li>9. Social Media Channels</li><li>10. Communicating Man-made Disasters</li></ol> <b>Course requirements:</b> Attendance at classes (on-line). Electronic exam. Exam grade can be offered based on the class attendance and activity and final exam. <b>Grading scale:</b> Exam grades: >90 %: excellent, 80-89.9 %: good, 65-79.9 %: satisfactory, 50-64.9 %: pass			
<b>Course Programme:</b> WJLF ENVIRONMENTAL SCIENCE	<b>Semester:</b> 2021_2022_1	<b>Lecturers:</b> Dr. Brigitta Sáfár	