

Description of Course Unit

Course unit title	Crisis Management			
Course unit code	IT081324			
Type of course unit (compulsory, optional)	Compulsory			
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor			
Year of study when the course unit is delivered (if applicable)	Fourth year			
Semester/trimester when the course unit is delivered	Seventh semester			
Number of ECTS credits allocated	4.8			
Name of lecturer(s)	Rajab Ritonga, Amri Dunan, Peni Sawitri, Masodah			
Learning outcomes of the course unit	 Recognize communication problems faced by contemporary society and be able to execute digital communication, cultural, public relations, and media research using various communication research methods. Perform good relations with the media and able to construct, implement, monitor and present digital communication programs 			
Mode of delivery (face-to-face, distance learning)	Hybrid Learning			
Prerequisites and co-requisites (if applicable)	-			
Course content	 Relation between crisis management and issue management. Issue management: sustainability program. Steps and activities of issue management on digital media. Type and phase of the crisis. Crisis management theory landscape: changes in media technology. Crisis communication theory: apologia, image restoration, decision, diffusion, excellence. Public apology (5w1h): why apologize, what constitutes an apology, who should apologize, where do you apologize, when to make an apology. Crisis management strategy in online activism. Guidelines to write messages on social media. Ethics for organizations and individuals in preventing crises on social media. Crisis communication plan concept. Crisis management plan on digital media. Crisis communication plan on digital media. Formulating clarification video as a fast response to handle the crisis. 			

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Language of instruction Bahasa		
<u>L</u>	Language of instruction	banasa

Assessment methods and	Participatory activity, quizzes, paper outcome, crisis
criteria	management plan project outcomes, video outcome, mid and
	final semester exams.

Crisis Management Assessment Rubric

Paper projects on the conventional platform:

- 1. Creating a crisis management plan based on the results of group discussions for real-life cases selected by students that focus on digital media. The paper is presented.
- 2. Creating a crisis communication plan based on the results of group discussions for real-life cases selected by students that focus on digital media. The paper is presented.

Video project on digital platform.

1. Creating creative and engaging video-log content for clarification as a fast response to handle the crisis based on real-life cases selected by students. The content is recorded and presented.

Paper & Video

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of	The paper demonstrates	The paper	The paper	The paper does	The paper
	Knowledge	that the author fully	demonstrates that	demonstrates	not demonstrate	demonstrates
		understands and has	the author, for the	that the author,	that the author	that the author
		applied	most part,	to a certain	has fully	has little
		concepts/theories	understands and has	extent,	understood and	understanding of
		learned in the course.	applied	understands and	applied	the course.
		Concepts/theories are	concepts/theories	has applied	concepts/theories	
		integrated into the	learned in the	concepts/theorie	learned	
		writer's own insights.	course. Some of	s learned in the	in the course.	
		The writer provides	the conclusions,	course.		
		concluding remarks that	however, are not			
		show analysis and	supported in the			
		synthesis of ideas.	body of the paper.			

2	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
3	Case Analysis	The author is able to present the results of the case analysis in the following 5 aspects: (1) background of an organizational / individual crisis, (2) organizational / individual communication during each stage of the crisis, (3) relevant stakeholders, (4) media point of view, (5) recommendations regarding organizational / individual strategies to prevent the recurrence of the crisis.	The author is able to present the results of the case analysis at least in the following 4 aspects: (1) background of an organizational / individual crisis, (2) organizational / individual communication during each stage of the crisis, (3) media point of view, (4) recommendations regarding organizational / individual strategies to prevent the recurrence of the crisis.	The author is able to present the results of the case analysis at least in the following 3 aspects: (1) background of an organizational / individual crisis, (2) organizational / individual communication during each stage of the crisis, (3) recommendation s regarding organizational / individual strategies to prevent the recurrence of the crisis.	The author is able to present the results of the case analysis at least in the following 2 aspects: (1) background of an organizational / individual crisis and (2) recommendations regarding organizational / individual strategies to prevent the recurrence of the crisis.	The author is able to present the results of case analysis at least the background of an organizational / individual crisis.

4	Video Project	Students are able to create and present a clarification video as a fast response to handle a crisis based on the results of case analysis with 4 indicators: (1) suitability and quality of the use of graphics and visuals to the purpose, the content of the material/case, and characteristics of the audience. (2) suitability and quality of the use of audio and narration to the objectives, content of the selected material/case, and characteristics of the audience. (3) accuracy in the use of communication language in accordance with the objectives, content of selected material/cases, and student characteristics. (4)	Students are able to create and present a clarification video as a fast response to handle a crisis based on the results of case analysis with at least 3 indicators.	Students are able to create and present a clarification video as a fast response to handle a crisis based on the results of case analysis with at least 2 indicators.	Students are able to create and present a clarification video as a fast response to handle a crisis based on the results of case analysis with at least 1 indicator.	Students are able to create and present a clarification video as a fast response to handle a crisis based on the results of case analysis but does not meet all indicators.
		selected material/cases, and student				