

AP/4-1146
1/2015
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DEC 19 2014
Liberal Studies
Senate Info: 213115

Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours)


Existing and Special Topics Course

Course: COMM 480 - Seminar in Communications Media

Instructor(s) of Record: B. Gail Wilson

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance)


Signature of Department Designee

11/20/14
Date



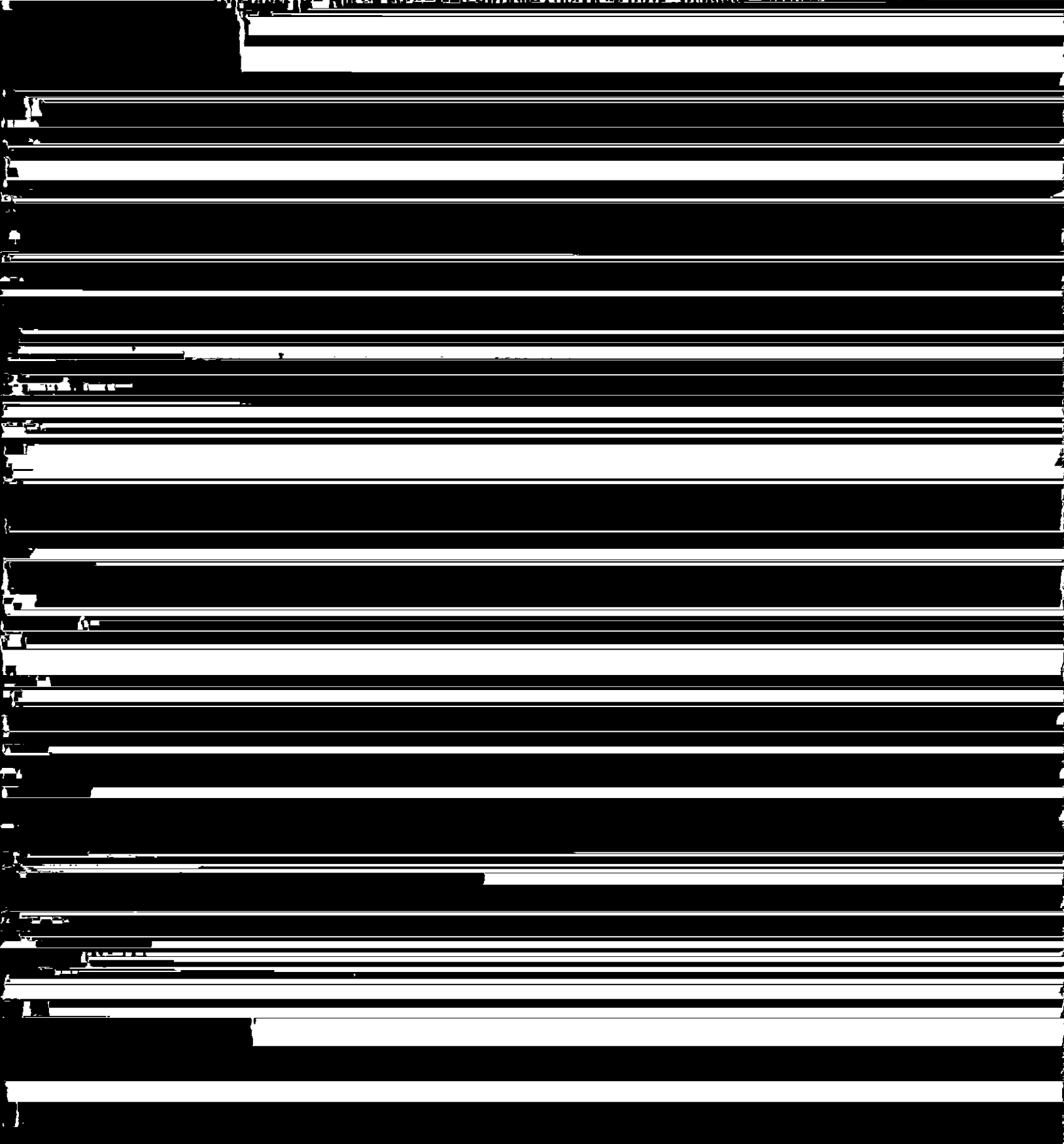
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Distance Education Proposal

[REDACTED]

2. Students will read and discuss the relevant literature pertaining to the issues being studied and incorporate this material into their research.

This objective will be addressed through course lectures, readings, discussions, projects,



This fundamental aspect of understanding crisis communication will be covered throughout the course in various formats.

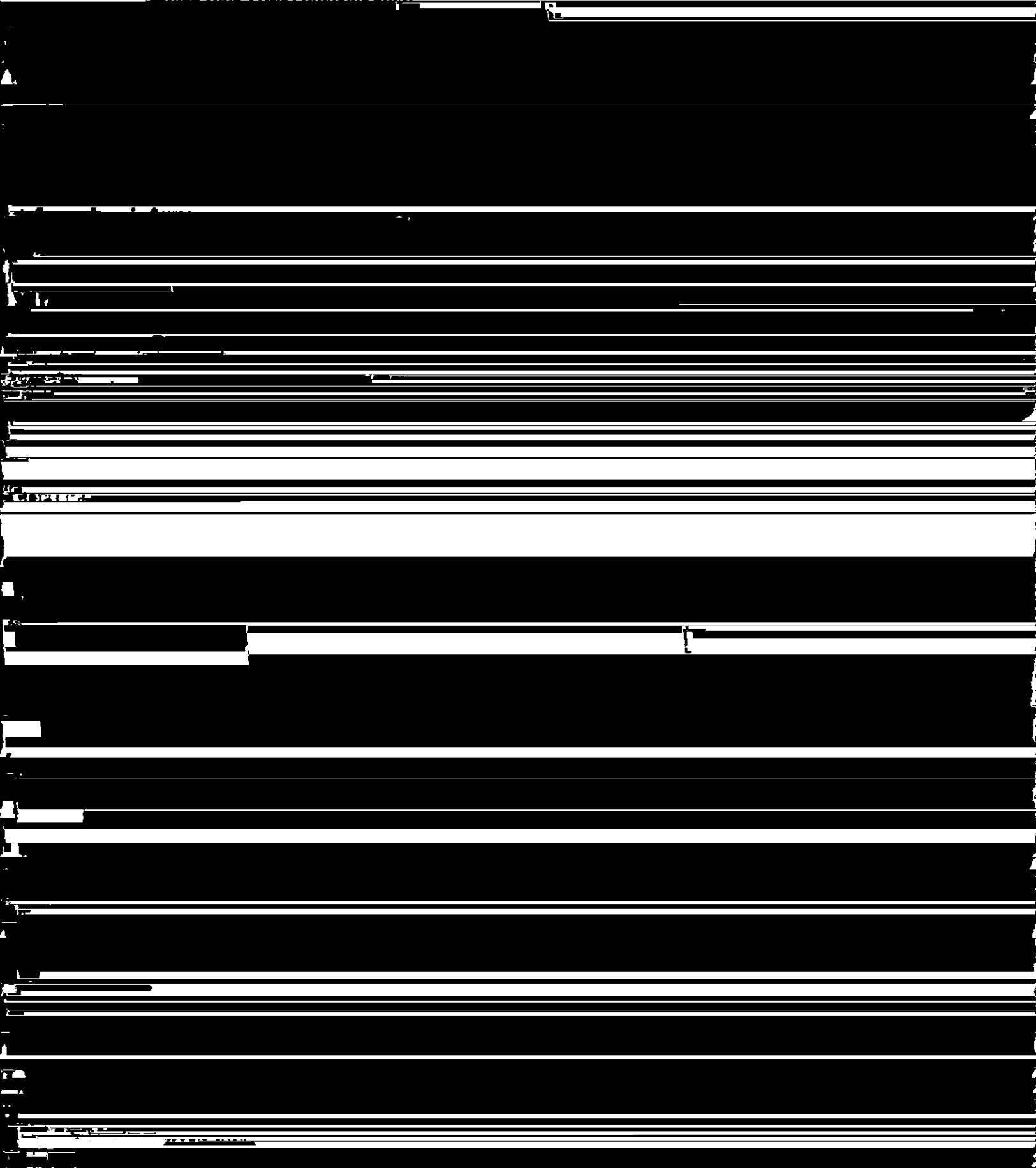
Class readings, lectures, articles, discussion prompts and assignments will all involve the understanding of crisis stages and crisis communication in various ways. Students will

Throughout the term, relevant chapters in the textbook as well as breaking crises will be part of the discussion and included in the discussion prompt assignments.

4 How will student achievement be evaluated?

[REDACTED]

Online Syllabus – COMM 480 Seminar in Communications Media
Sample Topic: Crisis Communication



Week #3		Case Study #1	Article Presentations 1-5	
	Theories of Communication and Crisis Outcomes		Discussion Prompt #3	

Case Study Presentation: Following the completion of the Case Study Paper, students will do a 10-15 minute presentation of their research via Blackboard Collaborate. An attendance requirement will be part of this assignment with each student required to attend a specific number of presentations. Additionally, students will record a 10-15 minute presentation of their research and

The attendance policy for this course will be consistent with IUP's undergraduate attendance policy.

VII. Required Textbooks

Fearn-Banks, K. (2011). *Crisis Communications: a casebook approach*. New York: Routledge

Sample Required Online Reading:

- Braud Communications online blog <http://braudcommunications.com/crisis-communications/>
- Center for Risk Communication [http://centerforriskcommunication.org/crisis-](http://centerforriskcommunication.org/crisis-communication-training-workshops/)

[communication-training-workshops/](http://centerforriskcommunication.org/crisis-communication-training-workshops/)

- Centers for Disease Control Crisis & Emergency Risk Communication <http://emergency.cdc.gov/cerc/>

VIII. Special Resource Requirements

Technology Requirements: Students are required to have access to technology that will permit the appropriate use of IUP's Learning Management System (D2L), Blackboard Collaborate, IUP's private iTunes repository for video recordings, and Skype. These systems will be used for communication about the course, assignment instructions, assignment submissions, lectures, quizzes and discussions.

Jaume, J. (2013). *Using Social Media Monitoring for Crisis Management*. Brandwatch. Retrieved from: <http://www.brandwatch.com/2013/02/using-social-media-monitoring-for-crisis-management-draft/>

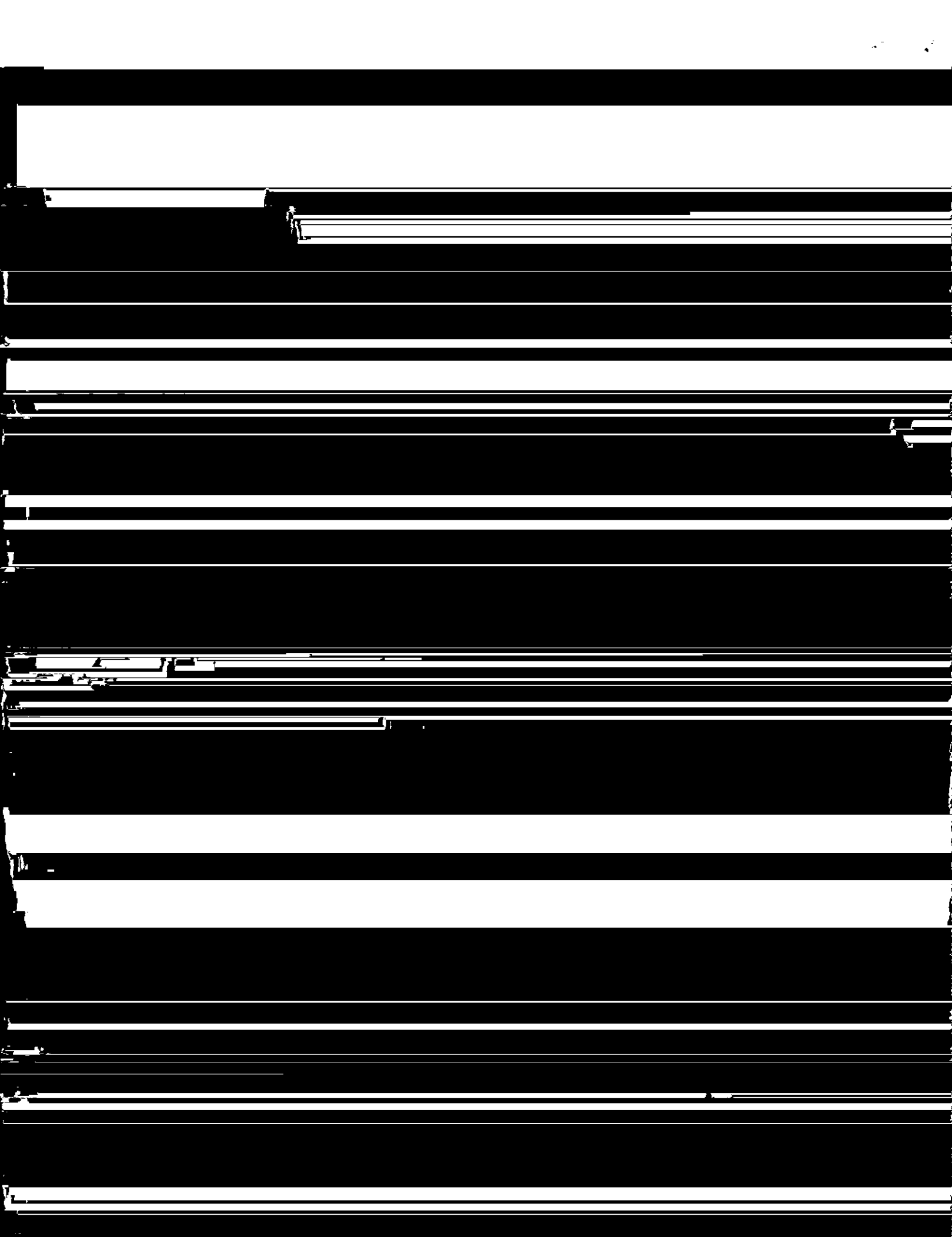
Jordan-Meier, J. (2011). *The Four Stages of Highly Effective Crisis Manage: How to Manage the Media in the Digital Age*. Boca Raton, FL: CRC Press.

Millar, D. & Heath, R. (2003). *Responding to Crisis: a rhetorical approach to crisis communication*. New York: Lawrence Erlbaum.

Morgan, M. G., Fischhoff, B., Bostrom, A., & Atman, C. J. (2002). *Risk communication: A mental models approach*. Cambridge: Cambridge University Press.

Patterson, B. (2004). A crisis media relations primer. *Public Relations Tactics*, v11 (n12), p13.

Salmon, J. (2002). *Communication and Organization*. London: Sage.



Week #2 (3 class hours)

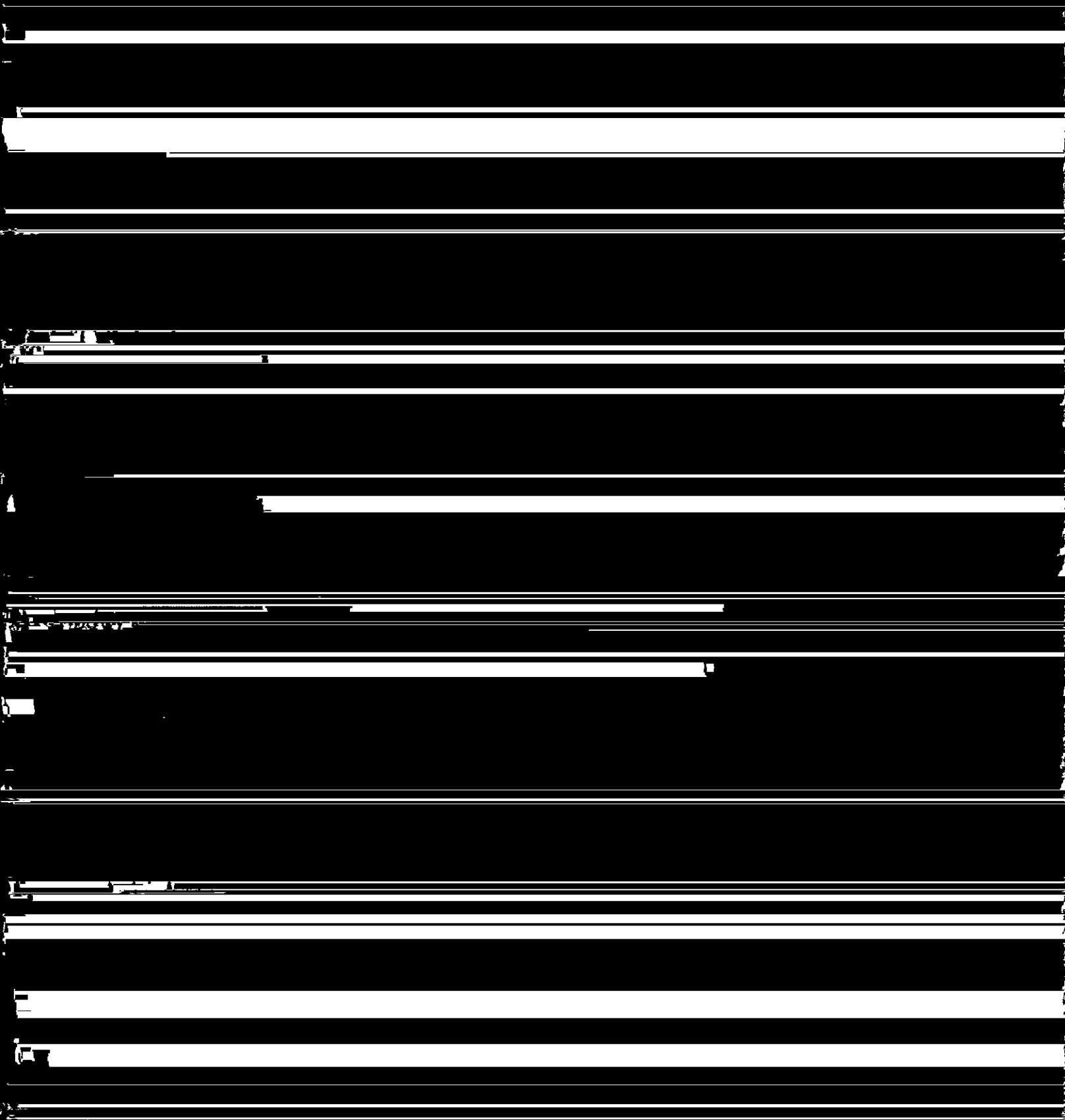
Ethics and Moral Development

Ethics and Society

Stereotypes and Communications Media

Week #13 (3 class hours)

Representation of book reviews



Grading Scale: Grades are calculated by totaling the points received on all assignments and

Movie and Video List: (Movies will be rented by students from local video stores for out of class viewing, Some titles are available at the library. The class will choose two movies or

Rowse, Arthur (2000) Drive-By Journalism: The Assault on Your Need to Know. Common