UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Krizno komuniciranje
Course title:	Crisis Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1., 2.	1., 2.
Strategic Communication, second level	The programme has no field	1st, 2nd	1st, 2nd

Vrsta predmeta / Course type Izbirni / Optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	-	15	-	-	145	6

Nosilec predmeta / Lecturer: izr. prof. dr. Andrej Raspor / Assoc. Prof. Andrej Raspor, PhD

Jeziki / **Languages:**	**Predavanja /** **Lectures:**	slovenski, angleški / Slovenian, English
	Vaje / Tutorial:	slovenski, angleški / Slovenian, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisits:

Ni posebnih pogojev.	No special prerequisits.

Vsebina:	Content (Syllabus outline):
1. Teoretične osnove upravljanja tem in kriznega komuniciranja	1. Theoretical fundations of issue management and crisis communication
2. Krizno komuniciranje in upravljanje kriznih okoliščin	2. Crisis communication and crisis management
3. Kriza in parakriza: vpliv digitalne tehnologije in družbenih medijev na krizno komuniciranje (organizacij)	3. Crisis and paracrisis: the impact of digital technology and social media on crisis communication (of organizations)
4. Aplikacija situacijske teorije kriznega komuniciranja kot diagnostičnega orodja	4. Application of situational theory of crisis communication as a diagnostic tool
5. Procesi kriznega komuniciranja	5. Crisis communication processes
6. Strategije kriznega odziva in kriznega komuniciranja	6. Crisis response and crisis communication strategies
7. Načrt in priročnik za krizno komuniciranje	7. Crisis communication plan and manual

Temeljni literatura in viri / Readings:

Izbrana poglavja iz učbenikov / Selected chapters from textbooks:

Coombs, W. T. 2015. *Ongoing Crisis Communication: Planning, Managing, and Responding* (4th Edn.). SAGE.

Frandsen, F., & Johansen, W. 2017. *Organizational Crisis Communication: A Multivocal Approach*. SAGE Publications.

Smith, R.D. 2017. *Strategic Planning for Public Relations* (5th Edn.). Routledge Taylor and Francis Group *(izbrana poglavja / selected chapters)*.

Tench, R., & Yeomans, L. 2017. *Exploring Public Relations: Global Strategic Communication* (4th Edn.). Pearson *(izbrana poglavja / selected chapters)*.

Tkalac Verčič, A. 2020. *Odnosi z javnostmi* (D. Verčič, N. Serajnik Sraka, & P. Ašanin Gole (Eds.). Fakulteta za družbene vede *(izbrana poglavja / selected chapters)*.

Austin, L., & Jin, Y. 2018. *Social Media and Crisis Communication*. Routledge / Taylor & Francis Group. https://doi.org/10.4324/9781315749068.

Brataas, K. 2018. *Crisis Communication: Case Studies and Lessons Learned from International Disasters*. Routledge/Taylor & Francis Group.

Ndlela, M. N. 2019. *Crisis Communication: A Stakeholder Approach*. Palgrave Macmillan, Springer. https://doi.org/10.1007/978-3-319-97256-5.

Izbrani aktualni članki / Selected current articles:
Jin, Y., Austin, L., Eaddy, L. S., Spector, S., Reber, B., & Espina, C. 2018. How financial crisis history informs ethical corporate communication: Insights from corporate communication leaders. *Public Relations Review 44*(4), 574-584. https://doi.org/10.1016/j.pubrev.2018.06.003

Schoofs, L., Claeys, A.-S., De Waele, A., Cauberghe, V. 2019. The role of empathy in crisis communication: Providing a deeper understanding of how organizational crises and crisis communication affect reputation, *Public Relations Review, 45*(5). https://doi.org/10.1016/j.pubrev.2019.101851.

Jahng, M.R., Lee, H., Rochadiat, A. 2020. Public relations practitioners' management of fake news: Exploring key elements and acts of information authentication. *Public Relations Review*, 46(2). https://doi.org/10.1016/j.pubrev.2020.101907.

Cilji in kompetence:

Objectives and competences:

Cilji in kompetence:	Objectives and competences:
Cilji: Cilj predmeta je, da študenti spoznajo dejavnike, ki pripeljejo organizacije do krize in kriznega komuniciranja, prepoznajo načine upravljanja tem v organizacijskem okolju ter značilnosti in strategije kriznega komuniciranja. Pri predmetu se študenti naučijo uporabe diagnostičnega orodja za krizno komuniciranje, na podlagi katerega izberejo najustreznejšo strategijo odziva na krizne situacije, temeljnih načel učinkovitega kriznega komuniciranja, ter priprave kriznega komunikacijskega načrta in priročnika za učinkovito krizno komuniciranje. Študenti pri predmetu postanejo sposobni razumevanja kriznega komuniciranja in uporabe temeljnih načel učinkovitega kriznega komuniciranja.	Objectives: The purpose of the course is to get students acquainted with the factors that lead organizations to crisis and crisis communication, identify ways to manage issues in the organizational environment and the characteristics and strategies of crisis communication. In the course, students learn to use a diagnostic tool for crisis communication, based on which they choose the most appropriate crisis response strategy, fundamental principles of effective crisis communication, and the preparation of a crisis communication plan and manual for effective crisis communication. Students in the course become able to understand crisis communication and apply the fundamental principles of effective crisis communication.
Splošne kompetence: • sposobnost kompleksne analize kulturnih in družbenih procesov; • sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev; • sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja; • strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja; • sposobnost uporabe kompleksnejših oblik znanj v praksi; • etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem	General competences: • ability to analyze complex cultural and social processes; • ability to identify a given research problem, its analysis and possible solutions; • ability to achieve professional excellence on the basis of a high level of autonomy (self)criticism, (self)reflexivity and (self)evaluation; • strategic orientation, i.e. ability to anticipate events, ability to offer solutions to improve the situation; • ability of a complex systemic view of society and an interdisciplinary approach; • ethical reflection and commitment to professional ethics in the social

načela nekriminatornosti in multikulturnosti;

- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami (lokalna skupnost, organizacije javne uprave, gospodarstvo, nevladne organizacije) ter zmožnost strpnega dialoga.

Predmetno-specifične kompetence:
- razumevanje vloge in funkcij komuniciranja za ohranjanje in razvoj medsebojnih odnosov, še posebno za razvoj kulture dialoga;
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja;
- sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu;
- poznavanje interpretativnih pristopov, ki pojasnjujejo komunikacijska dejanja (enosmerni, večsmerni, konstruktivistični model komunikacije);
- razumevanje, analiza in razčlemba vplivanjske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije;
- poznavanje ustroja medijskega področja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb.

environment by respecting the principles of non-crime and multiculturalism;

- development of communication abilities and skills for communicating at different levels in an intercultural environment;
- ability to establish and maintain cooperative relations for work in a group and with other users and groups (local community, public administration organizations, business, non-governmental organizations) and the ability to have a tolerant dialogue.

Subject-specific competences:
- understanding the role and functions of communication for maintaining and developing interpersonal relationships, especially for developing a culture of dialogue;
- development of skills in the use of knowledge in the research field of strategic communication;
- ability to design a public communication strategy suitable for specific problem;
- knowledge of interpretive approaches that explain communication actions (one-way, multi-way, constructivist model of communication);
- understanding and analyzing the influential and persuasive dimensions carried out by institutions and individuals in the context of everyday communication;
- knowledge of the structure of the media field and understanding of media phenomena and their connection with the structure and development of societies.

Predvideni študijski rezultati:

Znanje in razumevanje:
- temeljnih teoretičnih konceptov upravljanja tem in kriznega komuniciranja;
- procesov upravljanja tem ter procesov in faz kriznega komuniciranja;
- diagnostičnega orodja za izbiro najoptimalnejše strategije kriznega odziva in kriznega komuniciranja;
- upravljanja kriznega komuniciranja;
- procesa raziskovanja, načrtovanja, izvajanja in vrednotenja kriznega komuniciranja, vključno s pripravo kriznega komunikacijskega načrta;
- ključnih strokovnih, profesionalnih in etičnih načel pri načrtovanju in implementaciji kriznega komuniciranja.

Intended learning outcomes:

Knowledge and understanding:
- fundamental theoretical concepts of issue management and crisis communication;
- issue management and crisis communication processes and phases;
- the diagnostic tool for selecting the most optimal crisis response and crisis communication strategy;
- crisis communication management;
- the process of researching, planning, implementing and evaluating crisis communication, including the preparation of a crisis communication plan;
- key professional, professional and ethical principles in the planning and implementation of crisis communication.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);

- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);

- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);

- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);

- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);

- Tutorials (reflection on experience, project work, teamwork, critical thinking, discussion, feedback);

- Individual and group consultations (discussions, additional explanation, specific questions);

- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);

- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Praktična naloga – projektno delo (priprava kriznega komunikacijskega načrta za izbrano organizacijo s priročnikom kriznega odziva)	50 %	Practical assignment - project work (preparation of a crisis communication plan for the selected organization with a crisis response manual)
Ustna predstavitev praktične naloge	10 %	Oral presentation of the practical assignment
Pisni izpit	40 %	Written exam
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

Reference nosilca / Lecturer's references:

RASPOR, A. (url). *Analitika, odzivnost in avtomatizacija kadrovskih poslovnih procesov, (Analytics, responsiveness and automation of HR business processes).* Dolga Poljana: Perfectus, 2019.

ROZMAN, T., STJEPANOVIČ, T. K., and RASPOR, A. An Analysis of Web-based Document Management and Communication Tools Usage Among Project Managers. *International Journal of Human Capital and Information Technology Professionala,* 2017, *8*(1), 1–24.

RASPOR, A. *Strateško planiranje. Dolga Poljana:* Perfectus, Svetovanje in izobraževanje, 2018.

RASPOR, A. in/and NEŽIČ, M. (url). *Od organizacije do kompetenc (From the organization to the competence).* Dolga Poljana: Perfectus, 2019.

RASPOR, A. in/and NEŽIČ, M. *Upravljanje organizacije in vodenje sodelavcev* (Organization Management and Leadership). Perfectus, 2019.

RASPOR, A. in/and NEŽIČ, M. *Dolgoročni razvoj sodelavcev in podjetja* (Long-term development of employees and company). Perfectus, 2019.