



## IDENTIFYING DATA

### Crisis Communication

Subject	Crisis Communication			
Code	P04G190V01904			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	Spanish Galician			
Department				
Coordinator	Torres Romy, Emma			
Lecturers	Torres Romy, Emma			
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Web				
General description	The subject looks for to prepare to the students and students in a field of work very specific inside the corporate and institutional communication. It treats to do regarding the situations of crisis applying techniques of communication supported in the parameters of the *issues *management. Stop this end will apply strategic models based in the anticipation, in the management of the flows of communication and in the take part *training.			

## Training and Learning Results

Code	
A4	That the students can transmit information, ideas, problems and solution to an audience specialized as much as no specialized.
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.
C9	Knowledge of the communication strategies and its creative development, applicable to all type of organizations, as well as of the necessary methodologies to its analysis, audit and evaluation.
C12	Analytical-synthetic dexterity: ability and skill to establish the strategy, planification and own processes of the advertising communication and of the public relations.
C14	Directive and collaborative dexterities: ability and skill to take on responsibility of the area of communication of an organization, facing the strategic management of their intangibles, the corporate social responsibility and the relations with different publics.
D2	Creative competences: ability to the creativity, the innovation and the adaptation to the change.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.
D4	Managerial competences: ability to administer the time, with skill to the organization of tasks.
D5	Managerial competences: ability to assume the leadership in projects, managing them efficiently and assuming commitments of social responsibility.
D6	Managerial competences: preparation to assume the risk in the decision taking.

## Expected results from this subject

Expected results from this subject	Training and Learning Results	
Differentiate the conventional functions of a department of communication of those that owe to established in extraordinary situations or of crisis	C14	
#Analyze the surroundings *mediática and social to detect the communicative problems that can generate crisis in the organisations	B3	
Identify and describe the strategies of suitable communication stop the resolution of processes of crisis in companies and institutions	C9	
Design and apply a plan of communication of crisis with the strategies of suitable communication to the needs of companies and institutions taking into account the corporate image and the reputation gave organism	C12 C14	D2

Control the results of the application of a plan of communication of crisis taking into account to the different publics

C9

Show capacity of analysis, synthesis and critical judgement	A4	
Show preparation to assume the risk in the takes of decisions		D6
Show capacity to work in team in situations of crisis		D3
Manage the time effectively, with skill stop the organisation of tasks even in situations of crisis with terms limited or *incontrolables		D4
Assume the leadership in situations of crisis attending @prioritariamente to the principles of social responsibility		D5

## Contents

Topic	
SUBJECT 1: *Achegamento theoretical to the communication of crisis	1.1. Definition of the communication of crisis and concepts related 1.2. The communication of crisis since the theoretical and entrepreneurial perspective. 1.3. The communication of crisis in the institutional field.
SUBJECT 2: Models and strategies of communication of crisis	2.1. Academic and professional doctrine envelope to management of the communication of crisis 2.2. Main models of management of crisis 2.3. Audit of crisis 2.4. The plans of crisis 2.5. The committee of crisis
SUBJECT 3: Studio of cases	3.1. Crisis in the history 3.2. Entrepreneurial crises 3.3. Institutional crises 3.3.1. Management of crisis in the public administrations 3.4. The simulation of crisis

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	20	0	20
Case studies	10	30	40
Simulation	10	30	40
Objective questions exam	1	20	21
Problem and/or exercise solving	9	20	29

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Lecturing	They Will develop theoretical sessions devoted to expose the basic concepts that support the subject. The development of the kinds will realize with the support of audiovisual material and working with texts and material additional that will be him facilitated previously to the student or student.
Case studies	Of parallel way to the sessions *maxistrais, will facilitate sign of real cases in the that will try define all the relative to the process of management applied and the consequences of the same. This will allow that the student or student identify models of communicative management in processes of crisis.
Simulation	They Will realize distinct @simulación of elements of restored in *tempor real to situations of crisis: editorial of comunicués, rounds of press, glimpsed, etc.

## Personalized assistance

Methodologies	Description
Lecturing	It Will organize the time correspondent of *titorías to pay attention to the doubts that the students can have regarding the contained of the subject.

## Assessment

	Description	Qualification	Training and Learning Results			
Case studies	The analyses realized of the cases worked in the classroom	30	A4	B3	C9 C12 C14	D2 D3 D4 D5 D6

Simulation	Real exercises of answer to the crises.	40	A4	B3	C9 C12 C14	D2 D3 D4 D5 D6
Objective questions exam	Examination written in the marked date pole centre.	10	A4	B3	C9 C12 C14	D2 D3 D4 D5 D6
Problem and/or exercise solving	Answer to questionnaires or activities envelope the contents of the theoretical or practical kinds.	20	A4	B3	C9 C12 C14	D2 D3 D4 D5 D6

### Other comments on the Evaluation

NORMATIVE OF EVALUATION OF The SUBJECT - COURSE 2023-2024 The present normative adjusts to the established in the Regulation envelope to evaluation, the \*calificación and the quality of the \*docencia and of the process of learning of the \*estudiantando (Approved in the Cloister of the 18 of April of 2023. More \*info) to the that refer the articles quoted in this normative.&nbsp;1. OF The NATURE OF The SUBJECT&nbsp;1.1. The subject Communication of Crisis is included in the plan of studies of the Degree in Advertising and Public Relations how a subject of character OPTATIVO.&nbsp;1.2. This subject imparts in regime PRESENCIAL pole that is duty of the students assist to the practical teaching sessions and theorists in the time established pole centre (Article 13).&nbsp;1.3. The evaluation of the subject realizes by means of the system of \*b CONTINUOUS EVALUATION (Article 20), being need to realize one renounces expresses by part of the student to realize a global evaluation (See regulation of the centre).&nbsp;2. DOS SCALES OF EVALUATION OF The SUBJECT&nbsp;2.1. CONTINUOUS EVALUATION.&nbsp;2.1.1. The system of continuous evaluation of the subject realizes attending the three factors:&nbsp;it) Surpass the practical part, with the realization of the activities planned.&nbsp;b) Surpass the theoretical part, by means of the system of continuous evaluation.\*c) Assistance and participation of the students in the theoretical and practical kinds.&nbsp;2.1.2. To surpass the practical part will owe to realized the activities planned in time and form and always to @baixo to the teaching supervision. Said activities will owe to realized in group and #set in the sessions of workshops and seminars. These activities will value envelope a maximum of 10 points and suppose a \*u 40% of the evaluation of the subject, \*subdividido in diverse activities and taking into account the following considerations:it) #Each of the activities of the practical part will be valued with a \*u maximum punctuation and will have assigned a \*u cargo of hours practices that will be him communicated to the students&nbsp;before realizing the same. Of the even way will indicate a \*u term of delivery that will not be able to be modified low any circumstance.\*b) The practical activities will be realized preferably in team, without prejudice that they can realized individual activities of punctual way. All the members of the group of practices will receive the same qualification, except in those cases in the that a member of the team absent of any practical session without cause justified, what would suppose the \*minorización of the qualification to form equivalent.\*c) \*Tódalas Practical activities will realize in the&nbsp;practical sessions&nbsp;that are planned us time of \*docencia of the subject. This will not avoid that, in any cases, the students and students have to \*cumprimentar his works was of the classroom. In any case, will be \*labor of the @docente try that the students and students get the maximum performance of these sessions. By the his nature, the practical activities \*grupais will not be able to be repeated neither when the absence was by cause justified (article 15 of the rule of the University of Vigo). Being valued in these cases with an approved (5 points) stop the students that find in this circumstance.2.1.3. To surpass the theoretical part the students and students will owe to surpass the individual activities and \*grupais of continuous evaluation that will develop in the classroom or out of the second classroom the indications of the @docente. Besides, they will owe to realize a theoretical examination individual writing envelope the theoretical contents that impart the classroom and that are collected in the program. The theoretical part of the subject will value envelope a maximum of 10 points and will suppose a \*u 40% of the evaluation of the subject, taking into account the following considerations:it) The kinds will develop by means of sessions \*maxistrais \*participativas that will combine with the realization of individual activities of reinforcement of the contained and evaluation of the progress of the students. The @docente will facilitate to the start of course a diary of the due activities.\*b) The activities of continuous evaluation of the theoretical part will realize @prioritariamente in the classroom, being able to \*alongarse the period of delivery of the same out of the classroom in punctual cases (pole volume of the activity or by needs of organisation). Only it will be able to realized the activity out of the marked date or out of the classroom when produce an absence justified (article 15 of the rule of the University of Vigo) and always in a no upper period to two weeks since the celebration of the activity. In the case of activities \*grupais will apply the same criterion that regarding the practical part of the subject (See \*apartado 2.1.2.\*c).&nbsp;2.1.4. The assistance to kind has mandatory character. To obtain the maximum qualification in this \*apartado is accurate to assist to 100% of the kinds. The qualification will reduce in function of the fouls of assistance of exponential form applying the following scale:Table 1. Scale of qualification by assistance. Audiovisual Advertising creativity. Course 2023-2024.Sessions\*Percentage of assistanceQualificationLess of 16 sessionsLess of 50%0 points16-25 sessions51-75%7 points25-30 sessions76-90%9 points30-33 sessions91-100%10 points\* Stop the course 2023-2024 establish a total of 11 theoretical sessions of 2 hours (total 22 hours) and 12 practical sessions of 2 hours (total 24 hours), subtracting 2 hours stop the presentation of works and realization of the final examination. Stop the \*cómputo of evaluation

\*teránse in account 33 sessions.2.1.5. The final evaluation&nbsp;of the subject will realize applying the following distribution:it) Theory. Punctuation. Maximum 10 points/ Percentage of the note 40%\*b) Practical. Maximum punctuation 10 points / Percentage of the note 40%\*c) Assistance. Maximum punctuation 10 points / Percentage of the note 20%&nbsp;it IS indispensable requirement obtain a \*u minimum of 5 points&nbsp;in #each of the parts. No it will apply an average with an inferior punctuation in of the three parts.In the case that a student do not surpass the activities of continuous evaluation (minimum of 5 points on 10) will apply the following criteria:Table 2. Criteria system of continuous evaluation. Audiovisual Advertising creativity. Course 2023-2024.Element of evaluationSituationCorrection of the qualificationTheoryThe student obtained less of 5 points in the activities of continuous evaluation of the classroom.The student will owe to realize the practical case in the announcement of June.&nbsp;TheoryThe student obtained less of 5 points in the final examination of the subjectThe student will owe to repeat the theoretical examination in the announcement of July.TheoryThe student obtained less of 5 points in the activities of continuous evaluation and in the final examination of the subject.The student will owe to repeat the theoretical examination and realize the practical case in the announcement of July.PracticalThe student obtained less of 5 points in the final project of the subject.The student will owe to realize the oral proof in the announcement of July.AssistanceThe student obtained less of 5 points by assistance to the subject.The student will owe to realize the theoretical examination of the global evaluation of the subject.2.2. GLOBAL EVALUATION.&nbsp;2.2.1. The \*estudentado will owe to inform to the @docente of the his renounces expresses to the system of continuous evaluation in the term established pole centre stop such end, \*axuntando covered and signed the document enabled stop such end. None another system of communication is valid to do feature this renounces and understands that, of no transacted of such way, the student or student will follow received to the system of continuous evaluation of the subject.&nbsp;2.2.2. The system of global evaluation of the subject realizes attending the two factors:&nbsp;it) Surpass the practical part, with the realization of the activities that confirm the due results.&nbsp;\*b) Surpass the theoretical part, by means of the realization of the corresponding final examination.2.2.3. To surpass the practical part, the student that renounces to the continuous evaluation will owe to present realize an oral examination and a proof written (practical case) in the date of celebration of the official examination. They Will facilitate the instructions and corresponding \*rúbrica in a maximum term of a month since it begin of the kinds. #Each of the activities will have a weight of a 30% in the final qualification of the subject.2.2.4. To surpass the theoretical part, the student that renounces to the continuous evaluation, will owe to realize a specific theoretical examination and present an academic work in the date of celebration of the official examination. They Will facilitate the instructions and corresponding \*rúbrica in a maximum term of a month since it begin of the kinds. #Each of the activities will have a weight of a 20% in the final qualification of the subject.2.2.5. The final evaluation in the system of global evaluation will realize applying the following distribution:it) Theory. Punctuation. Maximum 10 points/ Percentage of the note 60% / two activities with 30%\*b) Practical. Maximum punctuation 10 points / Percentage of the note 40% / two activities with 20%it IS indispensable requirement obtain a \*u minimum of 5 points&nbsp;in #each of the parts. No it will apply an average with an inferior punctuation in of the activities.&nbsp;How synthesis, the global evaluation will owe to attend to the following elements:Table 3. Criteria system of global evaluation. Audiovisual Advertising creativity. Course 2023-2024.BlockActivityDescriptionPercentageTheorytheoretical Examination final of global evaluation.Examination type test of 100 questions (1 hour)20%Theoryacademic Workacademic Work writing envelope any of the contained theoretical of the subject.20%Practicaloral ExaminationDevelopment of consistent audiovisual pieces the instructions and \*rúbricas specific30%Practicalpractical Case final of global evaluationEditorial of a critical analysis envelope an audiovisual advertising campaign (30 me)30%2.2.6. The proofs of global evaluation will realize with the following calendar of work:1. Theoretical examination final. In the same date and time that the examination of the second common announcement the official calendar approved pole centre.2. Academic work. It Will owe to presented through the platform \*Moovi before the date and hour of beginning of the examination of the common announcement.3. Oral examination. It Will realize with \*posterioridade to the theoretical examination and the practical case, leaving a margin of 30 minutes.4. Practical case. It Will realize after finishing off the theoretical examination of the subject.&nbsp;3. OF THE CONTROL OF ASSISTANCE3.1.&nbsp;In all the practical sessions and of seminar will take note of the members assistants. In the theoretical kinds these controls will be able to did of random way.3.2.&nbsp;Only will be able to justify the fouls of assistance that adjust to the established in the Article 15 of the Regulation on evaluation, the qualification and the quality of the \*docencia and of the process of learning of the \*estudentado (Approved in the cloister of the 18 of April of 2023).3.3. The \*xustificantes of assistance will owe to be presented by writing in a maximum term of 2 weeks since that produced the absence to allow a correct management of the documentation of the subject. In this even period will owe to agreed the possible recovery of activities no realized attending to the criteria described in this normative. They will not be able to \*reprogramarse activities further gave term.3.4. The fouls of assistance reiterated do not suppose, in any case, the change of the continuous evaluation the global evaluation. Said alone change can realized by means of renounces expresses in the term and process established pole centre.4. OF THE ANNOUNCEMENT OF JULY-2ª EXTRAORDINARY / OPPORTUNITY4.1. The system of evaluation&nbsp;stop the announcement of July-2ª Announcement and extraordinary (immediate to the first announcement) is exactly equal that it of the common announcement (Article 23), is to say, are applied the scales \*recolleitos in the \*apartado&nbsp;2. It keeps the consideration that it is indispensable requirement obtain a \*u minimum of 5 points&nbsp;in #each of the parts. No it will apply an average with an inferior punctuation in of the parts.4.2.&nbsp;They observe the following \*peculiaridades.It) In the announcement of \*b 2ª opportunity for continuous evaluation the proofs are the following:(1) theoretical Examination. The same examination that in the common announcement.(2) Activities of classroom. Answer of questionnaires of sums up of the realized in the classroom.(3) oral Examination. The student or student will owe to realize a proof of second camera the contemplated in the practical part of the subject. &nbsp;(4) practical Case. Editorial of one marry consistent @práctico to



