

COURSE DETAIL

CRISIS COMMUNICATION MANAGEMENT

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

151

UCEAP Course Suffix**UCEAP Official Title**

CRISIS COMMUNICATION MANAGEMENT

UCEAP Transcript Title

CRISIS COMM MGMT

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course introduces the concepts and definitions of risk society, crisis and crisis communication; theoretical schools and communication mechanisms of crisis communication; topic management of crisis communication; information production and information release in crisis communication, as well as related special studies. Students gain a comprehensive understanding of the cause of crisis communication, the entire development process and the relationship between various links, and master the internal laws; they integrate theory with practice, master relevant basic principles and methods, and carry out case analysis and solve practical problems. The course also examines the latest development of domestic and foreign crisis communication theories, and correctly understand domestic and foreign theories and experiences.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130251

Host Institution Course Title

CRISIS COMMUNICATION MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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