1.0 Course Description

All organizations must manage risk and crisis in order to avoid damage or ruin. This course investigates the components of risk and crisis management and the channels and media available to communicate related messages to an organization’s audiences. Using case studies and practical applications, students will understand and analyze the process of perceiving, handling, and communicating about risk and crisis and gain experience in these areas through simulation. Lecture: 3 hours.

Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or THM 200 or Direct Entry

2.0 Course Objectives/Learning Outcomes

- To develop a risk/crisis communication plan
- To demonstrate an ability to design risk/crisis communications products (oral and written)
- To evaluate risk/crisis communications critically

3.0 Topics Covered

Students will explore themes relevant to risk and crisis communication from the list below:

3.1 Organizational and societal values and beliefs
3.2 Technology and communication
3.3 Ethics and communication
3.4 Strategic communication of risk and crisis
3.5 Analysis of risk and crisis communication
4.0 Teaching Method

4.1 Graded Assignments

Students will submit some of the following for assessment: a report, a presentation, a risk/crisis communication product, and a test. Additional assignments may be added at the discretion of the instructor.

5.0 Course Materials


6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson's Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the
Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

Please note the following from Policy 145 Course Management Policy:

4.3.1.2 **Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.**

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 **Ryerson’s Learning Management System**

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).