



Course TITLE: Crisis Communication in New Media

Instructor: Nor'izah Ahmad

Title/Position : Deputy Dean (Student Affairs & Alumni)

Institution : Universiti Malaysia Perlis



Course Overview:

Every day something happens in the world of business, economics, and/or in the lives of celebrities that involve crises. In this course the students will examine theories and concepts that lay at the intersections of communication, business, social psychology, and interpersonal relationships. This course will also address historic and contemporary examples of crises in order to give the students both a theoretical and hands-on approach to crisis communication and an understanding of how it relates to our daily world.

Grading:

Attendance	10%
Assignments	20%
Presentation	30%
Exam	40%