Course Syllabus

Code - Course Title	**KİL505 - Agenda Setting Management and Crisis Communication**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. RASİME AYHAN YILMAZ

Mode of Delivery	distance education

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		introduction	
Week - 2		issue management and tpyies of issues.	
Week - 3		strategies of strategic issue management	
Week - 4		Strategic issue management models and techniques	
Week - 5		the staffs of strategic issue management and their responsibilities	
Week - 6		the types of crises	
Week - 7		crises planning	
Week - 8		response to crises	
Week - 9		media relations and crises communication	
Week - 10		managing crises communication on social media	
Week - 11		case study 1	
Week - 12		case study 2	

Learning Outcomes

#	Learning Outcome
1	explain issue concept, the types of issue management and models of issue management .
2	list the staffs of issue management and their responsibility
3	describe crises and explain the types of crises
4	planning crises

Learning Outcomes

#	Learning Outcome
5	managing crises communication on social media

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.