

94

Proposal #

(Academic Affairs use only)

AY20-422 Proposal #

(College use only) Revised based on LACC comments

# REQUEST FOR A NEW COURSE

University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

Course Subject Recommended Number

**MCOM | 5843**

Course Title (maximum of 30 characters)

\*Remember when abbreviating names, this is how they will appear on student's transcripts.

**Crisis & Ethics in Comm**

Course Title: (full title of course if longer than 30 characters)

**Crisis and Ethics in Communication**

For information regarding CIP codes contact your department chair or visit: [http://www.uco.edu/academic-affairs/ir/program\\_inventory.asp](http://www.uco.edu/academic-affairs/ir/program_inventory.asp)

CIP Code: **09.0900**

For graduate courses, please attach a syllabus for this course. (See syllabus requirement policy 2.2.)

Course description as it will appear in the appropriate catalog.

Course description only Do not include prerequisites or enrollment restrictions, these should be added under questions 6-12.

(Please use standard American English including full sentences.)

**Crisis and Ethics in Communication focuses on the key elements of preparation, prevention, and response communication before, during, and after an organizational crisis. Emphasis is on the use of ethical philosophy and theories in problem-solving, as well as understanding the three-stage approach of a crisis.**

## Mass Communication

Department submitting the proposal

**Mark Zimmerman**

Person to contact with questions

[mzimmerman@uco.edu](mailto:mzimmerman@uco.edu)

email address

**5174**

Ext. number

Approved by:

*Mary Carver*

Department Chairperson

9/10/20

Date

**Dean Catherine Webster**

College Dean

(Please notify the department chair when proposal is forwarded to AA.)

Digitally signed by Dean Catherine Webster  
Date: 2020.09.14 15:21:19 -05'00'

**Rozilyn Miller**

College Curriculum Committee Chair

(Please notify department chair when proposal is forwarded to dean.)

Digitally signed by Rozilyn Miller  
Date: 2020.09.11 09:34:57 -05'00'

Date

Academic Affairs Curriculum or Graduate Council Date

Office of Academic Affairs

Date

Effective term for this new course

(Assigned by the Office of Academic Affairs.)

1. Does this course have an undergraduate / graduate counterpart?  
 Yes  No
2. Is this proposal part of a larger submission package including a program change? **[New Program]**  
 Yes  No
3. Does this new course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)  
 Yes  No If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent.  
 CTE Approval (Stamp or initial) \_\_\_\_\_
4. Has this course been previously taught as a common course (4910 seminar, 4960 institute, etc.)?  
 Yes  No If yes, when was the most recent offering? \_\_\_\_\_
5. Does this course affect majors or minors outside the department?  
 Yes  No If yes, provide name(s) of department chair(s) contacted, dates, and results of discussion.  
 \_\_\_\_\_

6. Prerequisite courses:  
 Example 1: MATH 1213 and (MATH 2165 or MATH 2185) and CHEM 1213 Example 3: 8 hours of biology including BIO 1404  
 Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)  
**None**

7. Co-requisite(s): Which of the above prerequisite courses, if any, may be taken in the same semester as the proposed new course?  
**None**

8. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.  
**None**

9. Will this course have enrollment restrictions?  
 Yes  No If No, go to question 13.

10. Specify which major(s) may or may not take this course. Specifying a major, excludes all other majors from enrolling.  
 Check one: May  May not   
 Major Code: \_\_\_\_\_

11. Which of the following student classification(s) may enroll in this course?  
 Check all that apply:

Graduate	(2) 19 + hours	<input checked="" type="checkbox"/>
Graduate	(1) 0-18 hours	<input checked="" type="checkbox"/>
Post Baccalaureate *		<input type="checkbox"/>
Senior		<input type="checkbox"/>
Junior		<input type="checkbox"/>
Sophomore		<input type="checkbox"/>
Freshman		<input type="checkbox"/>

\* Graduate level courses are not open to Post Baccalaureate students.

12. Check or list other restrictions for this course.

Admission to Graduate Programs	<input checked="" type="checkbox"/>
Admission to Nursing Program	<input type="checkbox"/>
Admission to Teacher Education	<input type="checkbox"/>
Other	_____

13. Course objectives: Objectives should be observable, measurable and include scholarly or creative activities to meet the course level characteristics. Course objectives should also be in line with the course description. (Please refer to instructional objectives documents at: <http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints>.)

**As a result of this course, students will be able to:**

1. Recognize the significance of ethical decision-making in the communications profession.
  2. Apply ethical theories and ethical concepts to case studies and real-life circumstances.
  3. Discern what constitutes a communication crisis and how to prepare for it.
  4. Develop an ethical plan for dealing with a communication crisis.
  5. Use APA style in their writing.
- 

Course Detail Information:

14. Contact Hours (per week)

- 3   Lecture hours (in class)  
       Lab hours (also studios)  
       Other (outside activities)

15. Repeatable course.

- 1   Number of times this course can be taken for credit.

16. Schedule type: (select one only)

- Activity P.E. (A)  
       Lab only (B)  
       Lecture/Lab (C)  
**L**    **Lecture only (L)**  
       Recitation/Lab (R)  
       Student Teaching (STU)  
       Studio Art/Design (XSU)

17. List existing course(s) for which this course will be a prerequisite. Adding a "new course" as a prerequisite to an existing course will likely cause enrollment problems. (Please submit a prerequisite change form for each course for which this course will serve as a prerequisite.)

**NA**

---

18. What resources, technology or equipment must be acquired to teach this course? List items, which must be purchased and estimate cost. (Be specific, e.g., technology software, equipment, computer lab; etc.)

**NA**

---

19. The UCO Library has the required library resources available for this new course?

- X** **Yes**    No If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.  
**Kaitlyn Palone; August 26, 2019; significant holdings in Communications are available in the library through current databases.**
- 

If no, what additional library resources must be acquired for this new course? List items, which must be purchased and estimated cost. (Be specific, e.g., books, magazines, journals, etc.)

**NA**

---

20. Names of current faculty qualified to teach this course.  
Dr. Chad Perry, Dr. Sherri Johnson, Dr. Christy Vincent, Dr. Jill Lambeth

21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:  
None

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.  
**This course will need to be developed online through CeCE. Otherwise, it will become part of faculty rotations, with fewer elective options offered in the undergraduate schedule.**

23. Identify the source(s) of funds for any additional costs for the new course. i.e. internal reallocations, special fees from students, etc. If you plan to propose special fees be assessed for this course, be aware there is a separate approval process for special fees.  
**Developing the course for online delivery is an additional cost. Existing course fees for online courses will provide the funding.**

24. Projected enrollment for two academic years following approval of new course:

Semester	2021	2022
Fall	NA	NA
Spring	NA	NA
Summer	7	7

25. Using State Regents' definition of liberal arts and sciences (quoted below), characterize the course as follows:  
 Non-liberal arts and sciences  
 Liberal arts and sciences

"The liberal arts and sciences are defined as those traditional fields of study in the humanities; social and behavioral sciences; communications; natural and life sciences, mathematics; and the history, literature, and theory of fine arts (music, art, drama, dance). Courses in these fields whose primary purpose is directed toward specific occupational or professional objectives, or courses in the arts which rely substantially on studio or performance work are not considered to be liberal arts and sciences for the purpose of this policy. Courses required for the General Educational Program are not necessarily synonymous or mutually exclusive with the liberal arts and sciences." State Regents Policy and Procedures. Chapter 2, Section 5, "Degree Requirements" part 1, (2). P. II-2-86

26. Please provide a concise, yet comprehensive, statement that explains the reasons for requesting the new course. Include documentation or assessment information supporting the specific request (if possible). Indicate the expected source of student enrollment (majors, minors, programs etc.)  
**Ethical issues and crisis management are two significant areas of study in strategic communications, thus this is a required course within the proposed M.A. program. Communications professionals are expected to handle crisis situations in their work, but often do not have a background in ethical theory or best practices. The survey conducted by the department in planning the program indicated that employers, young professionals, and current students all recognize that coursework in crisis management would be an important addition to the the program.**

27 Which of the six transformative learning tenets does this course incorporate? (check all that apply or only those that apply) This question was a directive from the Provost and is used for informational purposes.

- Discipline Knowledge**     X
- Leadership**     X
- Research, Scholarly and Creative Activities**     X
- Service Learning and Civic Engagement
- Global and Cultural Competencies**     X
- Health and Wellness

28. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. (Copy and paste table from "Course Level Characteristics" document for the appropriate course level of proposed course. Document may be found on: <http://sites.uco.edu/academic-affairs/files/course-level-characteristics-table.doc> .

5000 Course Level Characteristics	Please describe how this course meets this requirement.
1. It is assumed that students in these courses have acquired the ability to use language effectively, to engage in analytical thought and creative processes, and to use information and bibliographic sources with skill.	<b>Students taking this course graduated with a bachelor's degree in a communication discipline. They will be required to conduct academic research and write numerous short papers and a term research paper utilizing APA style.</b>
2. It is assumed that students in these courses have achieved a significant level of maturity in the discipline, evidenced by a considerable background of knowledge.	<b>Students admitted to this program will have demonstrated a level of maturity and a considerable background of knowledge. The focus of this new master's program is to provide a level of knowledge for those interested in management-level activities and/or those interested in pursuing a PhD.</b>
3. These courses should be more than a mere extension of undergraduate courses. Rather, they should be qualitatively different. At a minimum: <ul style="list-style-type: none"> <li>a. Students should be required to undertake original scholarly/creative activity.</li> <li>b. Students should assume greater responsibility for mastering the subject matter.</li> <li>c. Close working relationships should exist between instructors and students.</li> </ul>	<ul style="list-style-type: none"> <li>a. <b>Students in this course will be required to undertake original scholarly activity, including generating research papers.</b></li> <li>b. <b>The expectation level is much higher for graduate students, and they will be provided with instruction and opportunities to show their mastery.</b></li> <li>c. <b>Instructors for this program will be hands-on with assisting students via numerous channels of communication (email, phone, online, in-person, etc.).</b></li> </ul>

# CRISIS AND ETHICS IN COMMUNICATIONS

MCOM 5843

Syllabus

Fall 2021

Department of Mass Communication/College of Liberal Arts

University of Central Oklahoma

online through [learn.uco.edu](http://learn.uco.edu)

**Professor:** Dr. Chad Perry [cperry16@uco.edu](mailto:cperry16@uco.edu)

**Office:** COM 148A • 405-974-5107

**Office Hours:** by appointment

**Department Office:** 405-974-5303 **Fax:** 405-974-5125

Please contact me if you have questions or concerns about the content of this course. All class announcements, including schedule changes, will be posted through News on D2L.

## Course Description

This course focuses on the key elements of preparation, prevention and response communication before, during and after an organizational crisis. Emphasis is on the use of ethical philosophy and theories in problem-solving, as well as understanding the three-stage approach of a crisis.

## Course Textbook

Ongoing Crisis Communication (2019) 5<sup>th</sup> edition. W. Timothy Coombs. ISBN-13: 978-1544331959.

Publisher: Sage Publications Inc.

## Student Learning Outcomes

As a result of this course, students should be able to:

1. Recognize the significance of ethical decision-making in the communications profession.
2. Apply ethical theories and ethical concepts to case studies and real-life circumstances.
3. Discern what constitutes a communication crisis and how to prepare for it.
4. Develop an ethical plan for dealing with a communication crisis.
5. Use APA style in their writing.

## Online Orientation

If this is your first online course with UCO or if you are unfamiliar with the Desire2Learn system, you should check out the Orientation Module and/or Student Resources on the course home page. Contact the [Office of Information Technology](#) for technology & D2L help or call (405) 974-2255.

## Class Organization

This is a Desire2Learn course website. Access is available through [learn.uco.edu](http://learn.uco.edu). No in-class meetings are required.

## Communication

Announcements, including deadline reminders and changes, will be posted under News on the home page.

## Assignments

- a. Quizzes (8) 25 points each – total of 200 points.

- b. Case Study papers (8) 25 points each – total of 200 points.
- c. Module Discussions (8) 10 points each – total of 80 points
- d. Research Paper (1) - 100 points.

### Class Participation

Your success in this class depends on how often you access the content and your ability to meet deadlines. Plan to check the class page at least four times a week. Scheduling specific times to work on the assignments and setting up D2L notifications will help you succeed.

### Notifications

You can set up text or email notifications for your online classes by selecting your profile (your name) at the top right of the home page. Choose “notifications.” Scroll down to “instant notifications.” Scroll down to select any courses you don’t want included. Click “save.”

### Late Work Policy

Assignments are due by the deadlines indicated in D2L. Check Content and Assignments for details. Late work is penalized 10 points per day, including weekends.

### Grading

All student exercises and projects should be submitted and graded (based on rubrics) through the D2L system. Students will have access to grades/feedback through this system.

### Grade Determination

Quizzes (8)	200 points	A	90 -100% (522 – 580 points)
Case Study papers (8)	200 points	B	80 - 89% (464 – 521 points)
Module Discussions	80 points	C	70 - 79% (406 – 463 points)
<u>Research Paper</u>	<u>100 points</u>	D	60 - 69% (348 – 405 points)
Total	580 points	F	59 and below (342 points or fewer)

Total course points are subject to change, so the final grading scale will be based on the percentages as listed.

### Student Behavior

Students are expected to conduct themselves in a professional and polite manner. You should be able to discuss ideas, share opinions and disagree with one another and/or the instructor without rudeness or personal attacks.

### Transformative Learning

At the University of Central Oklahoma, we help students learn by providing transformative experiences so that they may become productive, creative, ethical and engaged citizens and leaders contributing to the intellectual, cultural, economic and social advancement of the communities they serve.

Transformative learning is a holistic process that places students at the center of their own active and reflective learning experiences. All students at UCO will have transformative learning experiences in five core areas: leadership; research, creative and scholarly activities; service learning and civic engagement; global and cultural competencies; and health and

wellness.

## Central Six

Discipline Knowledge, Leadership, Problem Solving, Service Learning & Civic Engagement, Global and Cultural Awareness and Health & Wellness. This course engages students in research and writing that promote critical thinking skills vital to Discipline Knowledge, Leadership, Research, Scholarly and Creative Activities, and Global and Cultural Awareness.

## Modules

Orientation Module

### Module 1

Chapter 1: A Need for More Crisis Management Knowledge

Module 1 Discussion (10 points)

Case Study Paper 1 (25 points)

Quiz 1 (25 points)

### Module 2

Chapter 2: Risk as the Foundation for Crisis Management and Crisis Communication

Module 2 Discussion (10 points)

Case Study Paper 2 (25 points)

Quiz 2 (25 points)

### Module 3

Chapter 3: The Crisis Mitigation Process: Building Crisis Resistant Organizations

Module 3 Discussion (10 points)

Case Study Paper 3 (25 points)

Quiz 3 (25 points)

### Module 4

Chapter 4: Crisis Preparing: Part I

Module 4 Discussion (10 points)

Case Study Paper 4 (25 points)

Quiz 4 (25 points)

### Module 5

Chapter 5: Crisis Preparing: Part II

Module 5 Discussion (10 points)

Case Study Paper 5 (25 points)

Quiz 5 (25 points)

### Module 6

Chapter 6: Recognizing Crises

Module 6 Discussion (10 points)

Case Study Paper 6 (25 points)

Quiz 6 (25 points)

### Module 7

Chapter 7: Crisis Responding

Module 7 Discussion (10 points)

Case Study Paper 7 (25 points)

Quiz 7 (25 points)



## Module 8

Chapter 8: Postcrisis Concerns

Module 8 Discussion (10 points)

Case Study Paper 8 (25 points)

Quiz 8 (25 points)

**Research Paper (100 points):** Your research paper represents an opportunity to explore a crisis topic of special interest to you, which may evolve into a thesis, research project, or conference paper. Your 20-page (maximum) paper should be chosen by *date* (when a one-page prospectus is due; include your title, purpose, justification, and your expected sources of materials, like references), a draft copy of your paper is due *date*, and the final draft is due *date*. Your grade on this paper will reflect clear writing and freedom from typos and other writing errors, as well as the quality of your thinking. Pick a topic that is of special interest to you, based on the modules covered in this course.

The ability to write clearly is a fundamental skill that is required of all scholars. Hence writing skills are emphasized in your written assignments and quizzes, as well as your term paper. By the end of this course, you should be writing at a professional level, free of typos and other errors, with the ability to organize your thoughts in a logical way and to express yourself clearly and succinctly.

**Case Study Papers:** Each brief, a minimum of 2 pages in length, should include the facts of the case, as well as your analysis and evaluation of the case. Each brief is to be typed, double-spaced, in a 12-point serif font (Caslon, Times, Palatino), with one-inch margins and submitted on D2L. The case you select should be appropriate for the module that is currently being reviewed and discussed.

*The professor retains the right to amend the syllabus, including the assignment schedule, at any time. The contents of this syllabus are subject to revision 24 hours a day, seven days a week. Changes, if any, will be announced through the Breaking News app and updated in the Course Information section on the D2L course home page.*