



02.02.2024

EXAMEN DE LICENȚĂ – SESIUNEA FEBRUARIE 2024
DISCIPLINE FUNDAMENTALE ȘI DE SPECIALITATE
SPECIALIZAREA COMUNICARE ȘI MEDIA EMERGENTE
(CU PREDARE ÎN LIMBA ENGLEZĂ)/
COMMUNICATION AND EMERGING MEDIA
GRILA DE CORECTARE PENTRU DISCIPLINA:
CRISIS COMMUNICATION

Topic number: 5

Discuss crisis communication in a media/ social media crisis by looking into the problem, crisis escalation, and mistakes made by the organization. For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.

EVALUATION GRID

- Discuss crisis communication in a media/social media crisis, considering the extant literature – 1,5 p.
- Analyze crisis communication with a focus on the problem and escalation, based on a media/social media crisis – 2 p.
- Discuss the mistakes made by the organisation, considering the chosen example – 2 p.
- Propose two appropriate messages and activities to address the situation, mentioning the stakeholders and communication channels – 3 p.
- Style and academic writing – 0,5 p.
- Starting point – 1 p.

Passing grade: 5. Starting point included.

Președintele Comisiei de licență
Prof. univ. dr. Alina Bârgăoanu