



30.06.2023

EXAMEN DE LICENȚĂ – SESIUNEA IUNIE-IULIE 2023
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: 7

Considering the crisis communication principles and guidelines, comment on the crisis response in a media/ social media crisis that took place in the last eight years. Explain how following or breaking the principles and guidelines impacted the evolution of the crisis. For the case discussed, propose two messages and two activities appropriate for solving the situation and mention the targeted channels and stakeholders.

EVALUATION GRID

- Discussion on crisis communication guidelines and principles from extant literature – 1,5 p.
- Discussion on social media's role in crisis by referring to the context – 1,5 p.
- Analysis of crisis response, referring to how the organization followed or broke the crisis communication guidelines and principles – 1,5 p.
- Considering the crisis analyzed, proposing two messages and two activities appropriate for solving the situation, mentioning the channels and stakeholders – 4 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