

COMM 446/546 Split-Level Attachment

1. Graduate students will demonstrate additional skills in analyzing prior crises in order to inform future crisis planning. They will do so by formulating a crisis and/or risk communication plan, which is an additional assignment beyond the undergraduate course.
2. Additional activities/requirements

Additional readings: Graduate students will need to choose at least one additional crisis or risk communication book to read to prepare for their end of quarter comprehensive exam (only graduate students will take this exam). This book will be selected based on graduate student interests in consultation with and with the approval of the instructor. Students will also need to complete five additional readings for the research paper.

Additional written assignments: Students will be required to include additional research (at least five additional academic sources) and more comprehensive analysis in their course research paper than undergraduate students. Graduate students will also need to formulate a crisis response plan as part of their research paper, which is not required of undergraduate students. Formulating this plan will allow the graduate student(s) to demonstrate applied skills beyond simply evaluating prior crises, and plans such as these are often required of individuals working in a crisis response capacity at organizations.

Other activities/requirements: Graduate students will complete group activities (such as the crisis communication presentation) as individuals rather than part of a group. All graduate students will also prepare for and take an end of quarter essay and short-answer exam to demonstrate additional comprehensive and applied knowledge beyond the undergraduate level.