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**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: 10

Comment stealing thunder strategy in crisis management and response, considering a situation in the last eight years in which using this strategy could have prevented the crisis escalation. Discuss the way the trust level and the relationship with stakeholders are affected. Propose a message and an activity that could have been used through the stealing thunder strategy, mentioning the stakeholders and channels

EVALUATION GRID

- Presentation of the main elements of the stealing thunder approach in crisis communication management and response, as discussed in the specialized literature – 1.5 p.
- Analysis of the factors leading to crisis escalation and examination of how the stealing thunder approach could have been used to prevent it in a real crisis – 2 p.
- Analysis of trust erosion of the organization and its effects on stakeholder relationships in the context of the analyzed crisis – 2 p.
- Development of a message and an activity to be implemented using the stealing thunder approach, including identification of 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