



27.06.2025

**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 within the context of a media/social media crisis, with reference to the extant literature – 1.5 p
- Analyze crisis communication efforts focusing on the core problem and its escalation, using the example of a media/social media crisis case study – 2 p.
- Discuss the mistakes made by the organisation in handling the crisis, considering the chosen example – 2 p.
- Propose two appropriate messages and related activities aimed at addressing 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***