

MGMT B8027: Crisis Management

| Module Details | |
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| Module Code: | MGMT B8027 |
| Full Title: | Crisis Management APPROVED |
| Valid From:: | Semester 1 - 2013/14 (September 2013) |
| Language of Instruction: | |
| Duration: | 1 Semester |
| Credits:: | 7.5 |
| Module Owner:: | Paula Mullen |
| Departments: | Unknown |
| Module Description: | One of the most challenging aspects of public relations is handling a crisis situation. Contrary to the argument that you cannot train for a crisis, this module will explore the area of crisis PR and teach students how to 'plan for the unexpected' on behalf of their clients; advise on an appropriate response strategy; develop and implement an effective communication campaign during and after a crisis; and carry out a post-crisis evaluation. |

| Module Learning Outcome | | |
|--|--|-----------------|
| On successful completion of this module the learner will be able to: | | |
| # | Module Learning Outcome Description | |
| MLO1 | Assess organisations' responses to various types of well-known crises. | |
| MLO2 | Evaluate the long and short term reputational impact of crises on companies and individuals. | |
| MLO3 | Create a comprehensive crisis plan for various scenarios. | |
| MLO4 | Judge how to most effectively react to a crisis situation while operating within legal and ethical parameters. | |
| Pre-requisite learning | | |
| Module Recommendations | | |
| This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s). | | |
| 46268 | PREL B8001 | PR Theory 1 |
| 46741 | PREL B8011 | PR Planning |
| 46743 | MEDA B8005 | Media Relations |
| 46749 | MGMT B8007 | PR Management |
| 49913 | PREL B8001 | PR Theory 1 |

| Module Indicative Content |
|---|
| Types of Crises • Acts of Nature • Intentional • Unintentional • Individual • Violent/Non-violent |
| Anticipation • Situation analysis – procedures/practices/environment • Methods of anticipation • Importance of anticipation • Barriers to anticipation |
| Planning • Crisis team – identify members, assign roles, 'understudies' • Communication systems – procedures, vehicles/technology, contingencies • Plan development and approval • Simulation exercises • Pre-written statements for immediate reaction |
| Response • Coombs' response strategies • Spokesperson preparation and delivery • Information flow – level of detail, frequency, accuracy • Handling panic, stress, pressure, misinformation • Handling the media • Traditional communication methods • Online communication methods |
| Impact • organisation • economic • political • socio-psychological |
| Outcome • Damage control • Follow-up • Evaluation • Rebuilding goodwill • Crisis plan revision |

| Module Assessment | |
|----------------------|--------|
| Assessment Breakdown | % |
| Course Work | 50.00% |
| Final Examination | 50.00% |

| Module Special Regulation |
|---------------------------|
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Assessments

| Full Time On Campus | | | |
|---|-----------------|-------------------------|-------|
| Course Work | | | |
| Assessment Type | Project | % of Total Mark | 50 |
| Marks Out Of | 0 | Pass Mark | 0 |
| Timing | End-of-Semester | Learning Outcome | 1,2,4 |
| Duration in minutes | 0 | | |
| Assessment Description Students will be assigned a well-known crisis situation, and will research, analyse and evaluate the case under the headings of anticipation; planning; response; impact and outcome; and present their findings in the form of a written report. This is an individual project. | | | |
| No Project | | | |
| No Practical | | | |
| Final Examination | | | |
| Assessment Type | Formal Exam | % of Total Mark | 50 |
| Marks Out Of | 0 | Pass Mark | 0 |
| Timing | End-of-Semester | Learning Outcome | 2,3,4 |
| Duration in minutes | 0 | | |
| Assessment Description End-of-Semester Final Examination | | | |
| Reassessment Requirement | | | |
| A repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i> | | | |

Module Workload

Workload: Full Time On Campus

| Workload Type | Contact Type | Workload Description | Frequency | Average Weekly Learner Workload | Hours |
|-------------------|--------------|--|------------|---------------------------------|-------|
| Lecture | Contact | In lectures, students will be provided with the learning framework for all key aspects of PR Crisis Management. The literature will be reviewed and discussed with key learning concepts highlighted and reinforced. | Every Week | 3.00 | 3 |
| Directed Reading | Non Contact | While the lecturer will create the learning framework for this module, as a final year class, students will generate all content themselves through guided research in appropriate industry and business books and journals which are then reviewed and discussed in class. Approved texts will then be published on Moodle for all. | Every Week | 5.00 | 5 |
| Independent Study | Non Contact | No Description | Every Week | 5.50 | 5.5 |
| | | | | Total Weekly Learner Workload | 13.50 |
| | | | | Total Weekly Contact Hours | 3.00 |

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Regester, M.. (2008), Risk Issues and Crisis Management in Pubic Relations: a casebook of best practice., 4th edition. Kogan Page, London.

Devlin, E.S.. (2007), Crisis Management Planning & Execution, Auerbach Publications, Florida.

Mitroff, I., Anagnos, G.. (2001), Managing Crises Before They Happen: what every executive and manager needs to know about crisis management., AMACOM, New York.

Morris, T., Goldsworthy, S.. (2012), PR Today: the authoritative guide to public relations, Palgrave Macmillan, Basingstoke.

Walaski, P.. (2011), Risk & Crisis Communications: methods and messages., John Wiley & Sons, Hoboken, N.J..

Anthonissen, P.F.. (2008), Crisis Communication: practical PR strategies for reputation management and company survival., Kogan Page, London.

Coombs, W.T.. (2011), Ongoing Crisis Communication: planning, managing and responding, Sage Publications.

This module does not have any article/paper resources

This module does not have any other resources