



APPLIES TO ACADEMIC YEAR 2005/2006

GRA 2421 Crises Management and Communication

Program

Master of Science in Marketing (Organizational Communication)

Responsible for the course

Peggy Simcic Brønn

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

According to some authors 'An issue ignored is a crisis ensured'. This course combines the study of issues management and crisis management with communication majors in mind. Both processes are focused on improving stakeholder management and enabling the organization to be more ethically responsive to stakeholders' expectations. To be effective, issues and crisis management must have as their ultimate objective an increase in the organization's social responsiveness to its stakeholders. Students will develop the ability to help their organizations be proactive and, perhaps not avoid crises, then at least anticipate and prepare for them. Key concepts in the course are the stakeholder approach and being proactive.

Objective

The objective of the course is for students to be comfortable with the theory behind issues management and crisis, risk and communication management and to be able to apply it to developing proactive programs for their organizations.

Prerequisites

Must have completed first-year courses in Master's specialization Organizational Communication.

Compulsory literature

Books:

Coombs, W. Timothy.. 1999. Ongoing crisis communication: Planning, Managing and Responding.. Thousand Oaks, Calif. :Sage.

Journals:

Harvard Business Review on Crisis Management 2000. Harvard Business School Press

Recommended literature

Books:

Choo, Chun Wei.. 1998. The knowing organization : how organizations use information to construct meaning, create knowledge, and make decisions.. New York : Oxford University Press.

incubators & corporate ventures. New York : Wiley.

Regester, M. and J. Larkin.. 1997. Risk issues and crisis management : a casebook of best practice.. Kogan Pag

Course outline

Importance of crisis management
Crisis preparation and prevention
Signal detection
Post crisis concerns - containment and recovery
Additional topics:
Strategic planning and issues management
Corporate responsibility
Special interest groups
Issues communication

Restraints on issues communication
Risk management versus crisis management
IM and crisis communication
IM and risk communication

Computer-based tools

Blackboard and powerpoint

Course structure

36 hours based on lectures supplemented with cases that the students will be required to comment on at each class meeting.

Evaluation

Project to be done in groups of up to 3 students -- 75%; presentation of a case -- 25%.

Evaluation code(s)

GRA 24211 - Project and presentation of case accounts for 100% of the finale grade in the course GRA 2421.

Aids at the examination

Powerpoint and other electronic tools.

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.