

COM323e Crisis Communication

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

COM323 Crisis Communication provides the theories as well as practical examples of crisis communication. Students also learn about issues related to accountability, planning, building corporate image, natural disasters, accidents, financial crises, legal quagmires, corporate re-organization, food crises, negative press, media training and risk management.

Topics:

- Study Unit 1: Introduction to Crisis Communication
- Study Unit 2: Communicating in a Crisis
- Study Unit 3: Crisis Management and Monitoring

Learning Outcome:

- Explain the history and theories of crisis communication
- Formulate a crisis communication plan for a corporation
- Analyse the different types of crises and the strategies to counter them
- Propose solution to connect between crisis communication and corporate communication
- Recommend good crisis communication practices for local and international corporations
- Discuss issues pertaining to crisis communication and relevant case studies

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	Written Exam	50
Total		100

