

Course Outline

Virtual Exchange Autumn Semester 2021_22

Crisis Management and Communication

Number of ECTS-Credits: 2

Format of the course:

- synchronous online course (FIX timeslots)
- asynchronous online course (NO fix timeslots)
- mix of synchronous and asynchronous online course
- synchronous hybrid course (students can choose online OR on campus in FIX timeslots)
- asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)
- mix of synchronous and asynchronous hybrid course
- other, namely:

Number of Students accepted

- Total number of students is limited to 30
- Total number of students is unlimited
- Total number of virtual exchange students is limited to
- Total number of virtual exchange students is unlimited

Responsible lecturer: Prof Dr Brigitte Sprenger



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Sprenger_2021.doc

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1. Course content

This course provides an introduction into the concepts, tasks and organisation of the professional field of Crisis and Issue Management and Communication. Specific cases are selected to examine and play through the processes from issue scanning, risk assessment, crisis management to issue and crisis communication.

Concepts: reputation, issues, risk management, crisis management, issue and crisis communication. Developing communication plans based on issue identification and Situational Crisis Communication Theory (Coombs) and developing scenarios (scanning, research, monitoring, evaluating). Roleplay crisis scenario: managing a crisis Communicating at different issue/crisis stages: identifying relevant audiences, selecting appropriate channels, crafting suitable messages, media training. Discussion of specific corporate and organisational crisis cases (e.g. corporate and governmental communication during Coronavirus crises, corporate or institutional managing of crises such as accidents, mass layoffs, etc).

2. Learning objectives

- Students understand concepts and tasks of issue and crisis management and communication. Students understand how to scan for and monitor issues and prepare crisis communication plans. Students understand how to identify their audiences, formulate their key messages and strategically define their channel mix.
- Students understand, apply, deliver case-based, targeted Crisis Communication Plans. Students understand crises cycles and key aspects of crisis management which are applied in a crisis scenario.
- Students plan actions and communications based on specific crisis situations such as managing relations and communications with internal and external stakeholders and specifically with the media.
- Students gain insight into the characteristics of issue and crisis communication. They are able to select appropriate channels and messages and gain practice in crafting key messages (website, social media, media releases). Students create a crisis communication plan.
- Students improve knowledge and experience of different communication channels. They gain awareness of what the crisis and communication implications are of cases presented in the media. Students gain deeper insight into how companies and organisations need to prepare for and manage potential crises.

Goals related to intercultural and international aspects of the topic

Focus is predominantly on international cases or if domestic, on both domestic and international audiences.

3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of English is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent
- There are no further formal entry requirements for this course.

4. Course structure and dates

This is an intensive course with input sessions spread over three days.

Tuesday, 9 November 2021: 1300 – 1700

Wednesday, 10 November 2021: 1000 – 1200 and 1300 – 1700

Thursday, 11 November 2021: 1000 – 1200 and 1300 – 1700

5. Assessment

- Assessment with group assignment during semester
- Final written test on campus can be replaced for remote students with an additional assignment
- Final written test on campus can be replaced for remote students with oral testing

6. Literature

No prior reading required.

7. Grading

- Pass-fail
- According to Swiss grading system (see below)

| | | | | | | |
|----------|-----------|-----------|------|--------------|------|---------|
| Mark | 6.0 | 5.5 | 5.0 | 4.5 | 4.0 | below 4 |
| In words | excellent | very good | good | satisfactory | pass | fail |

The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to io.business@fhnw.ch in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.