

## 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:

- Crisis Communication: Then and now
- Managing the Crisis
- Crisis Communications Theories
- Textbook Crisis Communication Cases
- Rumors and Cybercrises
- Natural disasters
- Cultures: Foreign and domestic
- Death and injury
- The Consumer-caused crises
- The Crisis Communications Plan: For large corporation
- The Crisis Communications Plan: For non-profit organization
- The Crisis Communications Plan: For small business

### 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:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
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PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	3

PRE-CLASS QUIZ	3
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**