

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	Crisis Communication Management in a Global Environment
Language:	English
Course Type:	Lecture/seminar/simulation
Work Load:	20 hours (including exams on Friday)
Lecturer Position Home University Email	Mrs. Kristine Pole Senior Lecturer Business School Canterbury Christ Church University – United Kingdom kristine.pole@canterbury.ac.uk
Course description/ Contents:	During an average year, most companies experience some sort of crisis, which is considered to a significant event that affects their reputation and financial performance to a considerable degree. Small internal problems, which affect all organizations, are just part of the running of any business are not considered a crisis. These sessions will explore organizational crises and how to communicate and manage stakeholders to minimize long-term damage. Defining a crisis, stages in a crisis, and the role of the media in a crisis, crisis preparation and management and finally selecting a crisis response and communication.
Learning outcome:	To understand effective management for a global corporate crisis To appreciate the role of communication in a crisis situation To apply principles of crisis response in response to a simulation
Examination:	Group presentation of a crisis simulation
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. What sorts of events might cause a crisis? 2. Find three companies who have experienced a crisis in the last two years? 3. What role does the media play in a crisis? 4. What role does social media play in crisis management?
Essential reading:	http://www.bernsteincrisismanagement.com/the-10-steps-of-crisis-communications/ (from a specialist Crisis Management Consultancy) https://registerlarkin.com/capabilities/crisis-management/ (owned by Deloitte) look at the sort of expert advice offered to help businesses manage a crisis http://www.pwc.com/gx/en/ceo-agenda/pulse/crisis.html Views from global CEO's about organizational readiness for a crisis. https://www.holmesreport.com/long-reads/article/the-top-15-crises-of-2017-part-one https://hbr.org/2014/03/the-crisis-communications-playbook-what-gms-mary-barra-and-every-leader-needs-to-know from Harvard Business Review