

Crisis Communication

Code: 104781
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	3	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

No prerequisites are required.

Objectives and Contextualisation

The subject is part of the Corporate Communication subject, in a block with other subjects such as: Internal Communication, Public Image Management, Institutional and Corporate Photography.

In today's society and in such a globalized world, crises are a constant, affecting in one way or another the image and reputation of organizations. Starting from the corporate sphere, the aim is to introduce students to the knowledge of the management of business and institutional crises, the different types of existing crises and how to manage them from a communication point of view.

Competences

- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Display the ability to lead, negotiate and work in a team.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Adapt to new situations in a constantly changing work environment.
2. Adopt an ethical approach when creating strategic plans, dealing with a communication crisis and defending the public image.
3. Communicate with journalists, members of the organisation and external audiences.
4. Devise and develop communication mechanisms of different kinds taking into account the characteristics of the organisation.
5. Generate creative ideas in the workplace.
6. Identify and describe organisations' communicative objectives in order to gain a competitive advantage regarding their internal and external audiences.
7. Know all about the characteristics and structure of the media in the organisation's geographic area of influence in order to draw up its media plan.
8. Organise the activities of communication departments in the short, medium and long term.
9. Plan and conduct academic studies in the field of corporate communication based on the preparation of strategic communication plans.
10. Respect the different religions, ethnic groups, cultures, sexual identities, etc. of the persons belonging to the organisation.
11. Show initiative and leadership skills.
12. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

1. What do we understand by crisis in the business and institutional sphere.
2. What characterizes a crisis and its risks
3. Sequentiality of the development of a crisis.
4. Most common types of crisis
5. Principles of crisis communication
6. The crisis plan. Crisis manual and device.
7. Link between business / institutional crisis and reputation, brand activi:

Methodology

The teaching methodology that will be applied in the subject is the following:

MD1: Master classes

MD2: Problem-solving classes / cases / exercises

MD4: Preparation of jobs / reports

MD5: Reading articles / reports of interest

MD6: Oral presentation of works

MD7: Tutorials

MD8: Seminars

MD11: Classroom practices

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master Classes	15	0.6	1, 2, 3, 5, 4, 6, 9, 10
Practical classes	24	0.96	1, 2, 5, 4, 6, 9
Seminars	9	0.36	1, 2, 3, 5, 4, 6, 9, 10
Type: Supervised			
Tutorials	7.5	0.3	2, 5, 4, 6, 9
Type: Autonomous			
Student work, readings, videos	87	3.48	1, 2, 3, 11, 7, 5, 4, 6, 8, 9, 10, 12

Assessment

The evaluation system that will be applied in the subject is the following:

- Carrying out group work (50%) on the final grade
- attendance of seminars (10%) on the final grade
- Multiple choice exam (40%) on the final grade

To pass the course, both the assignments and the exam must be passed. Attendance at seminars and laboratories is compulsory (minimum 80%). The student who performs any irregularity (copying, plagiarism, identity theft) will be expelled from the course. The course includes the possibility of recovery, under the following guide

- The student who fails the exam will be able to access a second exam d
 - The student who wishes to improve the grade of the first examination s
 - In the case of suspending a seminar, group work or practice, the studer
- Students will have the right to make up the subject if they have been eva
- The student who performs any irregularity (copying, plagiarism, identity tl

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	2, 4, 6, 9
Practical works	50%	2	0.08	1, 2, 3, 11, 7, 5, 4, 6, 8, 9, 10, 12
Seminar assistance	10%	3.5	0.14	1, 2, 11, 5, 4, 6, 9, 12

Bibliography

- Espinós, David, Dar la cara es la clave: cómo comunicar sin miedo en situaciones de crisis
- Estanyol, Elisenda, [¿Cómo elaborar un plan de comunicación corporativa?](#) /
- López Menacho, Javier, [SOS : 25 casos para superar una crisis de reputación digital](#)
- Losada Díaz, José Carlos, [\(No\) crisis : comunicación de crisis en un mundo conectado](#)
- Remy, Paul, [Manejo de crisis : ¿Qué hacer el día en que todo está en contra nuestra?](#)
- Túñez López, Miguel, [Comunicación corporativa : claves y escenarios](#)

Software

Program: Word, Power Point, Canva or similar word processors are needed to carry out work and presentations.