

Crisis Communication

Code: 104781
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	3	2

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

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

- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- 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.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.

- 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. Analyse a situation and identify its points for improvement.
4. Communicate using language that is not sexist or discriminatory.
5. Communicate with journalists, members of the organisation and external audiences.
6. Devise and develop communication mechanisms of different kinds taking into account the characteristics of the organisation.
7. Generate creative ideas in the workplace.
8. Identify and describe organisations' communicative objectives in order to gain a competitive advantage regarding their internal and external audiences.
9. Identify situations in which a change or improvement is needed.
10. 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.
11. Organise the activities of communication departments in the short, medium and long term.
12. Plan and conduct academic studies in the field of corporate communication based on the preparation of strategic communication plans.
13. Respect the different religions, ethnic groups, cultures, sexual identities, etc. of the persons belonging to the organisation.
14. Show initiative and leadership skills.
15. 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 activism and corporate social responsibility

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, 5, 7, 6, 8, 12, 13
Practical classes	24	0.96	1, 2, 7, 6, 8, 12
Seminars	9	0.36	1, 2, 5, 7, 6, 8, 12, 13
Type: Supervised			
Tutorials	7.5	0.3	2, 7, 6, 8, 12
Type: Autonomous			
Student work, readings, videos	87	3.48	1, 2, 5, 14, 10, 7, 6, 8, 11, 12, 13, 15

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%), and their performance or attendance is not recoverable.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

The course includes the possibility of recovery, under the following guidelines:

- The student who fails the exam will be able to access a second exam during the recovery period. In this case, the maximum grade to be obtained would be approved (5 or 6).
- The student who wishes to improve the grade of the first examination session must prepare a specific bibliography (to be consulted with the teaching team). The final grade would be the last one obtained, regardless of whether it was lower than the first.
- In the case of suspending a seminar, group work or practice, the student must repeat it in the recovery period, improving the aspects necessary to pass it and the maximum grade to be obtained would be approved (5 or 6).

Students will have the right to make up the subject if they have been evaluated from the set of activities, the weight of which is a minimum of 2/3 of the total grade for the subject.

The student who performs any irregularity (copying, plagiarism, identity theft ...) will be scored 0 for this act of evaluation. In the event of several irregularities, the final grade for the course will be 0.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a work. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

This subject doesn't provide for the single assessment system.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	2, 5, 10, 6, 8, 11, 12
Practical works	50%	2	0.08	1, 3, 2, 4, 5, 14, 10, 7, 6, 8, 9, 11, 12, 13, 15
Seminar assistance	10%	3.5	0.14	1, 2, 14, 7, 6, 8, 12, 15

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.