

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Crisis Management in a Global Environment
Language:	English
Course Type:	Lecture/ Seminar/ Interactive
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	Kristine Pole, Canterbury Christ Church University
Course description/ Contents:	<p>In a year, most companies experience some sort of crisis, either a large scale crisis that affects their reputation or a small, scale crisis that is just managed internally. Over the last 18months the VW emissions scandal has had a considerable impact on their performance.</p> <p>These sessions will cover the following components of crisis communication</p> <ul style="list-style-type: none"> - An introduction to communication and elements of PR - The role of the media in a crisis - What is a crisis and how it is different from normal business operation - Stages in a crisis - How to prepare for a crisis - Crisis decision-making and management - Managing crisis communication and the role of the leader - The impact of social media on crisis management
Learning outcome:	To explore the role of effective communication for a global corporate crisis situation.
Examination:	Case study analysis
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. Why do you think managing a crisis is so important today? 2. Do all businesses need to understand how to manage a crisis? 3. What companies can you find who have experienced a crisis in the last three years? (find at least three) 4. How does social media impact crisis management?
Essential reading:	<p>http://www.bernsteincrisismanagement.com/the-10-steps-of-crisis-communications/ (from a specialist Crisis Management Consultancy)</p> <p>http://www.pwc.com/gx/en/ceo-agenda/pulse/crisis.html Views from global CEO's about organizational readiness for a crisis.</p> <p>http://edition.cnn.com/2017/04/15/us/united-spicer-oreilly-pr-crisis-cnntv/ Watch this review of the recent United Airlines crisis</p> <p>https://hbr.org/2014/03/the-crisis-communications-playbook-what-gms-mary-barra-and-every-leader-needs-to-know from Harvard Business Review</p> <p>Please also search for some information about Samsung and its recall of the Galaxy Note 7</p>