MCA- 477 Issues and Crisis Management (3 Credit hrs)

Course Objectives

1.   This course aims to prepare students to assist organisations in planning for and managing issues and crises that may affect organisational reputations. Organisations face increasing uncertainty in their business environments. Understanding the processes of and being prepared for issues and crises are essential components to making communication decisions and mitigating further risk. Issues and crisis management draw in all professions and this unit will integrate a range of action strategies with a focus on communication approaches.

Learning Outcomes

2.   On completion of this course students will be able to:

   a. Identify and characterise organisational issues and crises and explain how and why crises and issues emerge.

   b. Apply key theoretical concepts and frameworks relating to issue and crisis trends, types, cycles and responses to historical and current cases, evaluating the effectiveness of crisis response.

   c. Develop recommendations for the management of issues and crises based on organisational strategy.

   d. Demonstrate the ability to communicate effectively to different audiences using a range of genres.

   e. Apply knowledge of the ethical, social and cultural dimensions relevant to business situations, including appropriate standards or codes of practice, to provide courses of action.

   f. Apply logical, critical and creative thinking and judgement to generate appropriate solutions to problems in the disciplinary context.

3.   **Contents**

   a. **Analysing issues and crises**

   (1)   Defining organisational issues and crises.

   (2)   Crisis and organisational reputations and legitimacy

   (3)   Crisis management and cycles

   (4)   Crisis communication

   (5)   Issues management

b. **Assessing vulnerabilities**

   (1) Navigating internal and external environments, and risk factors.

   (2) Assessing, managing and communicating about risk

   (3) Evaluating crisis preparedness

   (4) Crisis planning and diagnostics

   (5) Scenarios and scenario response

   c. **Planning for crises (through simulation and case studies)**

   (1) Hypothetical & real life Crisis situations

   (2) Media and crisis response

   (3) Crisis communication in practice

   (4) Organisational learning from crisis

   (5) Crisis planning review

References

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3. Austin, Lucinda, Fisher, Brooke, & Jin, Liu, Yan. (2012). How audiences seek out crisis information : exploring the social-mediated crisis communication model. Journal of Applied Communication Research, 40(2), 188–207.

4. Taylor, Maureen, & Perry, Danielle C. (2005). Diffusion of traditional and new media tactics in crisis communication. Public Relations Review, 31(2), 209–217.

5. Darmon, Keren, Fitzpatrick, Kathy, & Bronstein, Carolyn. (2008). Krafting the obesity message : A case study in framing and issues management. Public Relations Review, 34(4), 373–379.

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