






MODULE SPECIFICATION

Part 1: Information			
Module Title	Crisis Communications		
Module Code	UPCNJQ-30-3	Level	3
For implementation from	September 2022		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Communications (PR)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	PR Campaign Skills		
Module Entry requirements	None		

Part 2: Description
<p>This module will introduce you to the challenges faced by the risk, issues and crisis cycle. It will analyse communication in crisis situations where the normal flow of organisation-publics relations may be disrupted, and it will focus on how PR professionals attempt to deal with such challenges and equip you with the tools needed to be an effective crisis management professional.</p> <p>The module will provide context in organisational culture, the media environment and wider reputation management. It will cover stakeholder management (including relationships with clients and activists) and explore questions of ethics and corporate responsibility. You will be given the opportunity to plan your own responses to crisis situations and to show that you can respond to a live brief.</p>
Part 3: Assessment
<p>The module encourages students to develop their competence and expertise in a crisis communications role. Workshops will allow them to be given formative feedback on work in progress.</p> <p>Element A assesses their ability to apply the principles of crisis communications planning to a live brief and is assessed through a group presentation (A1, learning outcomes 1, 2, 3, 5 and 6) and an individual client report of 1000 words (B1, learning outcomes 1, 2, 3, 5 and 6).</p> <p>Element B assesses their ability to write an individual crisis communications strategy of 1500 words for a client (B2, learning outcomes 1, 2, 3, 4 and 6) and an essay of 2000 words (B3, learning outcomes 3, 4 and 6).</p> <p>Assessment has been designed so students can show evidence of having gained an understanding of key</p>

concepts from the academic and practitioner literature (via the essay) and a mastery of public relations crisis communications (via the presentation, report and strategy). Students may be able to follow their interests by choosing their own case study organisations and preparing original material for real-life organisations.			
Identify final timetabled piece of assessment (component and element)		<i>Component B3</i>	
% weighting between components A and B (Standard modules only)		A: 25	B: 75
First Sit			
Component A (controlled conditions) Description of each element		Element weighting	
1. Group presentation		25%	
Component B Description of each element		Element weighting	
1. Client report (1000 words)		25%	
2. Crisis communications strategy (1500 words)		25%	
3. Essay (2000 words)		25%	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting	
1. Individual presentation		25%	
Component B Description of each element		Element weighting	
1. Client report (1000 words)		25%	
2. Crisis communications strategy (1500 words)		25%	
3. Essay (2000 words)		25%	
Part 4: Learning Outcomes & KIS Data			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Create, plan and implement a feasible crisis management strategy for clients (A1, B1, B2). 2. Understand the distinctiveness of communication strategies as they relate to reputation and crisis. (A1, B1, B2) 3. Explain and differentiate issues within crisis management (A1, B1, B2, B3) 4. Outline and evaluate how and why crisis occur and how they unfold at different stages (B2, B3) 5. Present to an audience with confidence and clarity (A1) 6. Understand key principles and practices of crisis planning and management. (A1, B1, B2, B3) 7. Analyse real-world examples of crisis management in politics, economics and social affairs (B3) 		

	8. Think critically, creatively and independently (A1, B1, B2, B3)																															
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5">Number of credits for this module</td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <td></td> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> <td style="text-align: center;"></td> </tr> </tbody> </table>					Key Information Set - Module data					Number of credits for this module									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		150	36	114	0	150	
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																															
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">70%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">15%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">15%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>					Total assessment of the module:		Written exam assessment percentage	70%	Coursework assessment percentage	15%	Practical exam assessment percentage	15%		100%																	
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Reading List	https://rl.talis.com/3/uwe/lists/53D752F5-BDBF-87A8-8FF7-C396AF997EB2.html																															

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First Approval Date (and panel type)	24 March 2020 UVP		
Revision ASQC Approval Date		Version	1