Module Specification

Crisis Communications

Version: 2023-24, v4.0, 27 Oct 2023

Contents

Part 1: Information

Module title: Crisis Communications

Module code: UPCNJQ-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: CULTURAL INDUSTRIES

Module type: Module

Pre-requisites: Reputation Management 2023-24, Social Media Management 2023-24

Excluded combinations: None

Co-requisites: PR Campaign Skills 2023-24

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will introduce you to the challenges faced by the risk, issues and crisis cycle.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The module 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.

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.

Part 3: Teaching and learning methods

Teaching and learning methods: See Learning Outcomes.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Create, plan and implement a feasible crisis management strategy for clients.

MO2 Understand the distinctiveness of communication strategies as they relate to reputation and crisis.

MO3 Explain and differentiate issues within crisis management.

MO4 Outline and evaluate how and why crises occur and how they unfold at different stages.

MO5 Present to an audience with confidence and clarity.

MO6 Understand key principles and practices of crisis planning and management.

MO7 Analyse real-world examples of crisis management in politics, economics and social affairs.

MO8 Think critically, creatively and independently.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: 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.

Their ability to apply the principles of crisis communications planning to a live brief and is assessed through a group presentation (learning outcomes 1, 2, 3, 5 and 6) and an individual client report of 1000 words (learning outcomes 1, 2, 3, 5 and 6).

The written assignment assesses their ability to carry out academic research and apply theory to real world situations. (learning outcomes 1,2, 3, 4, 5 , 6, 7 and 8)

Assessment has been designed so students can show evidence of having gained an understanding of key concepts from the academic and practitioner literature and a mastery of public relations crisis communications. Students may be able to follow their interests by choosing their own case study organisations and preparing original material for real-life organisations.

Assessment tasks:

Presentation (First Sit)
Description: Group presentation (15 minutes plus 5 minutes for questions)
Weighting: 25 %
Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6, MO8

Report (First Sit)

Description: Client report (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6, MO8

Written Assignment (First Sit)

Description: Essay (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO6, MO7, MO8

Presentation (Resit)

Description: Pre-recorded Presentation (6-8 slides plus 5 minutes pre-recorded video)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6, MO8

Report (Resit)

Description: Client report (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6, MO8

Written Assignment (Resit)

Description: Essay (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Public Relations) [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications (Public Relations) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Public Relations) [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21