MDIA3008

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Course Details

Credit Points: 6

Summary of the Course

Subject Area: KCGS

This course examines the interdisciplinary and relational nature of issues and crisis communication from conceptual and practical perspectives.

Issues management is a managerial process that acts to provide a response strategy and early warning tool for issues that have the potential to impact organisations. The successful management of issues reduces the likelihood of crisis. Crisis management is the reactive process involving the development and application of strategies aimed at the plan in organisation successfully deal with a sudden and negative event.

Issues and crisis communication refers to the PR-specific practices that emerge from these processes.

Through a range of cases studies, this course will explore how issues and crisis impact upon organisation across the business, community, government and not-for-profit sectors, and will engage in depth with the role of issues and communication in strategic planning.

Course Learning Outcomes

1. Conceptualise the significance and interconnection of issues and crisis communication in an organisational setting.
2. Provide detailed analyses of issues and crisis communication at a conceptual and strategic level
3. Understand the key principles behind designing and developing a crisis communication plan.
4. Think strategically about the role/s of various publics and stakeholders in issues/crisis communication cases.

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