





5 credits

30.0 h

Q1

Teacher(s)	Groetaers Lionel ;Van Overstraeten Mathieu ;
Language :	English
Place of the course	Louvain-la-Neuve
Aims	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Evaluation methods	Active participation: 20% of the total Group work and oral defense: 40% - Groups of 4 - One topic of your choice - Oral defense with PowerPoint - 20 minutes presentation + 5 minutes Q&A Oral Exam: 40% - 3 questions Second session: oral examination with two theoretical questions and one practical case
Teaching methods	The interventions will be given in English in sessions of 2 hours. Each course will be supported by slides that will integrate the main points discussed orally. The first hour of each session will be devoted to theory. Many examples from real-life situations will support the explanation of the key concepts of crisis communication. During the second hour of each session, group exercises will be organized. The objective of these exercises is to confront the students with realistic crisis communication situations.
Content	The course aims to address the areas of crisis communication from an operational perspective, based on theory and examples. This will include: crisis communication, communication on risks, communication on controversial subjects, disinformation and social license to operate. - Map risks based on occurrence and seriousness - Map and organize stakeholder relations - Organize monitoring and decrypt media attention - Design a crisis or sensitive communication strategy for his/her organization - Master crisis communication tools, including digital media - Organize the operation of the crisis unit of his/her organization - Be able to define and control his/her message in crisis situations, both in external communication and in internal communication.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	CORP2M	5		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Communication	COMM2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Information and Communication	COMU2M	5		