lcomu2613

2019

UCLouvain

Crisis communication

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q1

Teacher(s)	Groetaers Lionel ;Van Overstraeten Mathieu ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	The course aims to address the areas of crisis and sensitive communication from an operational perspective. This will include: crisis communication, communication and sustainable development, communication on risks, communication of acceptability, communication on controversial subjects, combat communication and disinformation. Crisis communication will be the main focus of the course.
Aims	1. Design a crisis communication device for his/her organization; Public authorities, local authorities, enterprises, associations ; - - - - 2. Mastering crisis communication tools, including, of course, digital media ; - - - - 3. Organize the operation of the crisis unit of his/her organization ; - - - - 4. To deal with the crisis situations that he/she will have to face in his/her professional life ; - - - - 5. Decrypting media attention on crisis situations ; - - - - 6. Be able to control his/her message in crisis situations, both in external communication and in internal communication ; - - - - 7. Integrate the theme of sustainable development into his/her communication by avoiding the drifts of greenwashing ; - - - - 8. Organize stakeholder relations on corporate social responsibility ; - - - - 9. Deciphering communication on sensitive topics (nanotechnologies, GMOs ...). - - - - *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".*
Evaluation methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Active participation: 20% of the total Crisis exercise (4 hours): 40% of the total - Groups of 5 Oral Exam: 40% of the total - 3 theoretical questions

Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** 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 Multilingual Communication	MULT2M	5		🔍
Master [120] in Communication	CORP2M	5		🔍
Master [60] in Information and Communication	COMU2M1	5		🔍