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| 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.   |
| Learning outcomes   | <p><b>At the end of this learning unit, the student is able to :</b></p> <ol style="list-style-type: none"> <li>1. Design a crisis communication device for his/her organization; Public authorities, local authorities, enterprises, associations ;</li> <li>2. Mastering crisis communication tools, including, of course, digital media ;</li> <li>3. Organize the operation of the crisis unit of his/her organization ;</li> <li>4. To deal with the crisis situations that he/she will have to face in his/her professional life ;</li> <li>5. Decrypting media attention on crisis situations ;</li> <li>6. Be able to control his/her message in crisis situations, both in external communication and in internal communication ;</li> <li>7. Integrate the theme of sustainable development into his/her communication by avoiding the drifts of greenwashing ;</li> <li>8. Organize stakeholder relations on corporate social responsibility ;</li> <li>9. Deciphering communication on sensitive topics (nanotechnologies, GMOs ...).</li> </ol> |
| Evaluation methods  | Active participation: 20% of the total<br>Crisis exercise: 30% of the total<br>- Groups of 5<br>- Real crisis situation during a 4 hours session<br>Oral Exam: 50% of the total<br>- 2 theoretical questions   |
| Teaching methods    | The interventions will be given in English in plenary sessions of 2 hours. Each course will be supported by slides that will integrate the main points discussed orally.<br>During each session: <ul style="list-style-type: none"> <li>- Two blocks of half an hour will be devoted to theory. Many examples from real-life situations will support the explanation of the key concepts of crisis communication.</li> <li>- Two blocks of half an hour will be devoted to group exercises. The objective of these exercises is to confront the students with realistic crisis communication situations.</li> </ul>  |
| Content             | The course aims to address the areas of crisis communication from an operational perspective, based on theory and examples.<br>This will include: crisis communication, communication on change, sensitive communication on risks and controversial subjects to ensure a social license to operate.  |

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|                             | <p>The full crisis management cycle will be reviewed, involving risk or issue management (prevention &amp; mitigation, preparedness) and incident or crisis management (response, recovery).</p> <ul style="list-style-type: none"><li>- Map risks based on occurrence and seriousness</li><li>- Map and organize stakeholder relations</li><li>- Organize monitoring and decrypt online &amp; offline media attention</li><li>- Design a crisis or sensitive communication strategy for his/her organization</li><li>- Master crisis communication tools, including digital media</li><li>- Organize the operation of the crisis unit of his/her organization</li><li>- Be able to define and control his/her message in crisis situations</li><li>- Crisis evaluation, to learn what the organization did right or wrong during a crisis</li></ul> |
| Faculty or entity in charge | COMU   |

| <b>Programmes containing this learning unit (UE)</b> |                         |         |              |   |
|--|-------------------------|---------|--------------|---|
| Program title  | Acronym                 | Credits | Prerequisite | Learning outcomes   |
| Master [120] in Communication                        | <a href="#">CORP2M</a>  | 5       |              |  |
| Master [60] in Information and Communication         | <a href="#">COMU2M1</a> | 5       |              |  |