

5.00 crédits	30.0 h	Q1
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Enseignants	Groetaers Lionel ;Van Overstraeten Mathieu ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	
Modes d'évaluation des acquis des étudiants	Active participation: 20% of the total Crisis exercise: 30% of the total - Groups of 4 to 5 students - Real crisis situation during a 4 hours session Oral Exam: 50% of the total - 2 theoretical questions
Méthodes d'enseignement	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. During each session: - 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. - 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.
Contenu	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 change, sensitive communication on risks and controversial subjects to ensure a social license to operate. The full crisis management cycle will be reviewed, involving risk or issue management (prevention & mitigation, preparedness) and incident or crisis management (response, recovery). - Map risks based on occurrence and seriousness - Map and organize stakeholder relations - Organize monitoring and decrypt online & offline 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 - Crisis evaluation, to learn what the organization did right or wrong during a crisis
Faculté ou entité en charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en communication	CORP2M	5		