



COMMUNICATION STUDIES



QUESTIONS? GET IN TOUCH

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CRISIS COMMUNICATION & MANAGEMENT

A crisis hits. Now what? What crisis messages should the organization send to employees, consumers, community members, investors, and the media? What crisis strategies should the organization use for those publics? This course teaches you tools for analyzing, evaluating, and creating effective crisis messages for traditional and social media. Via case studies, this course puts you into the role of a crisis manager. You will learn to manage and communicate a crisis for a variety of crisis types, including social media crises, environmental crises, stakeholder activism, and scandals. Join me for this practical approach to crisis communication and management.



REGISTER FOR FALL 2021

IN-PERSON



COM 311: TU/TH 9:30-10:50 CRISIS COMMUNICATION IN PR