

### Summary Information

Module Code	6007LBSBW
Formal Module Title	Issues in Crisis Management
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Workshop	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

Aims	To comprehend and critically examine the approach media communications executives take when dealing with a crisis scenario.
------	---

**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Critically assess a crisis from a public relations and media communications lens.
MLO2	2	Critically reflect and analyse best practice when dealing with a crisis scenario from a public relations and media communications standpoint.

## Module Content

Outline Syllabus	Defining a crisis Disaster management Issues management Rumours and slow drip issues The anatomy of a crisis Case studies
Module Overview	
Additional Information	The module will show what it is like to be in a crisis situation, the transferrable skills being to use initiative (think on feet).

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Exam	100	2	MLO1, MLO2

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Keith Thompson	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------