

Issues in Crisis Management

Module Information

2022.01, Approved

Summary Information

Module Code	6607DGABW
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Workshop	22

Module Offering(s)

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

Aims and Outcomes

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