

# MKTG 2005 ISSUES, RISK AND CRISIS COMMUNICATION

**Credit Points** 10

**Legacy Code** 102064

**Coordinator** Misty Mcphail ([https://directory.westernsydney.edu.au/search/name/Misty Mcphail/](https://directory.westernsydney.edu.au/search/name/Misty%20Mcphail/))

**Description** This unit explores the principles and practice of issues management in order to avoid crises, manage when one arises, and seek opportunities to learn and benefit from a crisis where possible, using effective communication. It investigates the development of crisis management plans, and the testing and implementing of these plans. Dealing with the media and pressure groups is covered, along with training a crisis communication team and organising a response to a crisis situation.

**School** Humanities & Comm Arts

**Discipline** Public Relations

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Pre-requisite(s)** MKTG 1009

**Equivalent Subjects** LGYA 1068 - Issues in Corporate Public Relations

**Assumed Knowledge**

Basic knowledge of public relations theory and current public relations practice.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Identify issues and crisis communication management as a strategic organisational activity
2. Demonstrate an understanding and apply leadership skills needed to be an effective communicator in issues and crisis situations
3. Critically review the literature on risk, crises and issues management
4. Consider issues and crises management in communication ethics and best practice in relations with stakeholders, including government and the media.

## Subject Content

1. Communication and issues management
2. Reputation, image and impression management
3. The nature of crises and preparing for a crisis
4. How governments and organisations respond to environmental challenges
5. Corporate social responsibility, also key publics and their needs
6. Media management and media training of key executives
7. Group behaviour in a crisis
8. Critical path management, and
9. Ways of preventing a crisis in the first place

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Hot Topic Presentation	15 minutes	20	N	Group
Critique Essay (30%) + Proposal (10%)	2,500 words	40	N	Individual
Crisis Simulation: Crisis Response (20%)	1,500 words equivalent + 10 minute presentation	40	N	Group
Individual, Reflection (10%)				Group

Prescribed Texts

- Fearn-Banks, K (2011) Crisis Communications : A Casebook Approach. 4th ed. Online. New York: Routledge.

Teaching Periods

## Sydney City Campus - Term 2 Sydney City

**Day**

**Subject Contact** Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG2005\\_22-SC2\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2005_22-SC2_SC_D#subjects))

## Spring

**Online**

**Online**

**Subject Contact** Misty Mcphail ([https://directory.westernsydney.edu.au/search/name/Misty Mcphail/](https://directory.westernsydney.edu.au/search/name/Misty%20Mcphail/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG2005\\_22-SPR\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2005_22-SPR_ON_O#subjects))

## Parramatta - Victoria Rd

**Day**

**Subject Contact** Misty Mcphail ([https://directory.westernsydney.edu.au/search/name/Misty Mcphail/](https://directory.westernsydney.edu.au/search/name/Misty%20Mcphail/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG2005\\_22-SPR\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2005_22-SPR_PS_D#subjects))