MKTG 3022 ISSUES MANAGEMENT AND CRISIS COMMUNICATION

Credit Points 10

Description This subject explores the principles and practice of issues management and crisis communication. Identifying and managing issues and planning for and responding to crises in an effective manner, are critical to establishing and maintaining stakeholder relationships and organisational reputation. In order to avoid crises, manage when one arises, and seek opportunities to learn and benefit from issues and crises where possible, effective and timely communication is critical. This subject will develop your capacity to apply the theories, models and practices when planning for issues management and crisis communication, along with the skills to communicate effectively throughout.

School Humanities & Comm Arts

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1009 Public Relations Theory and Practice AND MKTG 2012 Public Relations Strategies and Tactics

Assumed Knowledge

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

Learning Outcomes

1. Demonstrate an understanding of issues management and crisis communication as essential strategic organisational activities, and the associated theoretical frameworks.
2. Analyse the importance of stakeholders in issues management and crisis communication.
3. Explain how to apply a range of media and communication tactics to the issues and crisis life cycle, to plan for and achieve different outcomes.
4. Effectively apply the concepts, theories and methods of issues management and crisis communication to identify, track and respond to simulations.
5. Critically review the literature on issues management and crisis communication.
6. Identify and apply ethical frameworks with regard to issues management and crisis communication.

Subject Content

- Key concepts and definitions
- Communicating with stakeholders
- Issues management
- Crisis communication
- Crisis preparation and contingency planning
- Working with the media
- Framing and agenda-setting
- Storytelling
- Reputation and trust
- Corporate social responsibility