

Course unit title: ORGANIZATIONAL CRISIS COMMUNICATION

Course unit code: 1-07

Type of course unit: compulsory

Level of course unit: second cycle

Year of study: 1st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer: PhD Francisco Proença Garcia e General Pinto Ramalho

Objectives

An increasing number of organizations begin to recognize the importance of having mechanisms for crisis prevention, and when you can't avoid them, effective tools for crisis management. It is therefore essential that all professionals acting in the field of business communication are able to deal with multiple crises, using the instruments of crisis communication and turning these crises into opportunities for organizations.

Learning outcomes of the course unit

1. Analyze the organizational crisis communication through a global approach, allowing students to understand the role it plays and properly use this instrument of communication management;
2. Demonstrate the importance of crisis communication, placing it as one of the most important variables of the management company's image;
3. To promote the acquisition of skills in order to master the techniques of managing crisis communication in organizational contexts;
4. Develop and train capacity to deal with crisis situations in the business context, learning through the creation / development of tools for crisis communication, appropriate to different situations;
5. To promote direct contact with actual cases of crisis communication management in various business sectors.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

Crisis in Business Context; Management of Organizational Crisis Communication; Public Communication Crisis; Crisis Communication Instruments; After the crisis: turning threats into opportunities; Case Studies in Crisis Communication.

Recommended Reading

Fink, S. (2000). *Crisis Management: Planning for the Inevitable*. USA: uPUBLISH.com.

Lampreia, J. M. (2003). *Gestão de Crise - Uma Perspectiva Europeia*. Lisboa: Hugin Editores.

Mitroff, I., Pearson, C. e Harrington, K. (1996). *The Essential Guide to Managing Corporate Crisis*. USA: Oxford University Press.

Brochand, B., Lendrevie, J., Rodrigues, J. V. e Dionísio, P. (1999). *Publicitor*. Lisboa: Publicações D. Quixote.

Cohn, R. (2000). *The PR Crisis Bible*. New York: Truman Talley Books.

Harvard Business School Press (2004). *Crisis Management: Master the Skills to Prevent Disasters*. USA: Harvard Business School Press.

Regester, M. e Larkin, J. (2005). *Risk Issues and Crisis Management: A Casebook of Best Practice*. London: Kogan Page.

Planned learning activities and teaching methods: Theoretical-practical lessons

Language of instruction: Portuguese - English