


|              |        |    |
|--------------|--------|----|
| 5.00 crédits | 30.0 h | Q1 |
|--------------|--------|----|

|   |  |
|---|--|
| Enseignants                                 | Groetaers Lionel ;Van Overstraeten Mathieu ;   |
| Langue d'enseignement                       | Anglais  |
| Lieu du cours                               | Louvain-la-Neuve   |
| Acquis d'apprentissage                      |  |
| Modes d'évaluation des acquis des étudiants | Active participation: 20% of the total<br>Crisis exercise: 30% of the total<br>- Groups of 4 to 5 students<br>- Real crisis situation during a 4 hours session<br>Oral Exam: 50% of the total<br>- 2 theoretical questions   |
| Méthodes d'enseignement                     | The interventions will be given in English in plenary sessions of 2 hours. Each course will be supported by slides that will integrate the main points discussed orally.<br>During each session:<br>- Two blocks of half an hour will be devoted to theory. Many examples from real-life situations will support the explanation of the key concepts of crisis communication.<br>- Two blocks of half an hour will be devoted to group exercises. The objective of these exercises is to confront the students with realistic crisis communication situations.   |
| Contenu                                     | The course aims to address the areas of crisis communication from an operational perspective, based on theory and examples.<br>This will include: crisis communication, communication on change, sensitive communication on risks and controversial subjects to ensure a social license to operate.<br>The full crisis management cycle will be reviewed, involving risk or issue management (prevention & mitigation, preparedness) and incident or crisis management (response, recovery).<br>- Map risks based on occurrence and seriousness<br>- Map and organize stakeholder relations<br>- Organize monitoring and decrypt online & offline media attention<br>- Design a crisis or sensitive communication strategy for his/her organization<br>- Master crisis communication tools, including digital media<br>- Organize the operation of the crisis unit of his/her organization<br>- Be able to define and control his/her message in crisis situations<br>- Crisis evaluation, to learn what the organization did right or wrong during a crisis |
| Faculté ou entité en charge:                | COMU   |

| <b>Programmes / formations proposant cette unité d'enseignement (UE)</b> |        |         |           |   |
|--|--------|---------|-----------|---|
| Intitulé du programme  | Sigle  | Crédits | Prérequis | Acquis d'apprentissage  |
| Master [120] en communication  | CORP2M | 5       |           |  |