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| 5.00 crédits | 30.0 h | Q1 |
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| 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 Crisis exercise: 30% of the total - Groups of 4 to 5 students - Real crisis situation during a 4 hours session Oral Exam: 50% of the total - 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. During each session: - 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. - 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. This will include: crisis communication, communication on change, sensitive communication on risks and controversial subjects to ensure a social license to operate. The full crisis management cycle will be reviewed, involving risk or issue management (prevention & mitigation, preparedness) and incident or crisis management (response, recovery). - Map risks based on occurrence and seriousness - Map and organize stakeholder relations - Organize monitoring and decrypt online & offline media attention - Design a crisis or sensitive communication strategy for his/her organization - Master crisis communication tools, including digital media - Organize the operation of the crisis unit of his/her organization - Be able to define and control his/her message in crisis situations - Crisis evaluation, to learn what the organization did right or wrong during a crisis |
| Faculté ou entité en charge: | COMU |

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