




Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q1
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Teacher(s)	Groetaers Lionel ;Van Overstraeten Mathieu ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	The course aims to address the areas of crisis and sensitive communication from an operational perspective. This will include: crisis communication, communication and sustainable development, communication on risks, communication of acceptability, communication on controversial subjects, combat communication and disinformation. Crisis communication will be the main focus of the course.
Aims	<ol style="list-style-type: none"> 1. Design a crisis communication device for his/her organization; Public authorities, local authorities, enterprises, associations ; ----- 2. Mastering crisis communication tools, including, of course, digital media ; ----- 3. Organize the operation of the crisis unit of his/her organization ; ----- 4. To deal with the crisis situations that he/she will have to face in his/her professional life ; ----- 5. Decrypting media attention on crisis situations ; ----- 6. Be able to control his/her message in crisis situations, both in external communication and in internal communication ; ----- 7. Integrate the theme of sustainable development into his/her communication by avoiding the drifts of greenwashing ; ----- 8. Organize stakeholder relations on corporate social responsibility ; ----- 9. Deciphering communication on sensitive topics (nanotechnologies, GMOs ...). <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Active participation: 20% of the total</p> <p>Online crisis exercise (4 hours): 40% of the total</p> <ul style="list-style-type: none"> - Groups of 5 <p>Oral Exam: 40% of the total</p> <ul style="list-style-type: none"> - 3 theoretical questions <p>In code yellow, the oral exams will be face-to-face. If the university goes into code orange or red, they will be done remotely via Teams.</p>

<p>Teaching methods</p>	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change. The interventions will be given in English in offline plenary sessions of 2 hours, taking into account the Covid-19 sanitary measures. 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. The practical set-up of these exercises will of course be adapted to the Covid-19 sanitary measures. This mode of teaching applies to the yellow and orange codes. If the university goes into code red, the Crisis Communication course will continue to be taught via e-learning.</p>
<p>Content</p>	<p>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 risks, communication on controversial subjects, disinformation and social license to operate. - Map risks based on occurrence and seriousness - Map and organize stakeholder relations - Organize monitoring and decrypt 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, both in external communication and in internal communication.</p>
<p>Faculty or entity in charge</p>	<p>COMU</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	5		
Master [120] in Communication [Double diplôme UCLouvain - uSherbrooke]	COMM2M	5		