

Course Unit Title:	Issues and Crisis Management & CSR
Course Unit Code:	PRS260
Type of Course Unit: (Compulsory/Optional)	Optional
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3 or 4
Semester when the unit is delivered:	5 or 6 or 8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Identify what a crisis is and the type of crisis facing the organization. • Discuss the role of contingency planning, of establishing a crisis management team and the role of the crisis manager • Critically discuss the various strategies for responding to a crisis • Demonstrate an understanding as to how to effectively communicate with the different publics during a crisis through case studies • Implement damage control. • Explain the relevance of Corporate Social Responsibility to crisis management 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	None
Recommended optional program components:	MAR125
<p>Course Contents:</p> <p>Objectives: The course discusses the relevant issues to planning, development and execution of crisis communications programs for different types of organizations with special emphasis on public relations techniques for communication with the different stakeholders.</p> <p>Description: Areas to be covered:</p> <ul style="list-style-type: none"> • Definition of crisis management and types of crises 	

- Different approaches to crisis management e.g. proactive or reactive
- Definition of issues management
- The crisis team, the role of the crisis manager and contingency plans
- The stages of crises
- Strategies for responding to crises
- How to effectively communicate during a crisis with the different publics
- Damage control & Reputation Management
- Crises in the profit, non-profit and the public sector
- Review of successful and unsuccessful cases
- Corporate social responsibility – definition
- Different approaches to CSR: the Canadian (Montreal school of CSR), the Anglo-Saxon and the Continental-European
- Benefits and criticisms of CSR
- CSR and Crisis Management

<p>Recommended or required reading:</p>	<p>Required reading:</p> <p>Bernstein, J. Manager's Guide to Crisis Management, McGraw Hill, USA</p> <p>Recommended readings:</p> <p>Fink, S. Crisis Management: Planning for the Inevitable, Universe Inc., USA</p> <p>Fearn-Banks, K. Crisis Communications Instructor's Manual: A Casebook Approach, Routledge</p> <p>Harvard Business Review on Crisis Management, Harvard Business School Press</p> <p>Managing Crises (Pocket Mentor) Harvard Business School Press</p> <p>Mitroff, I. and Pearson, C. Crisis management: a diagnostic guide for improving your organization's crisis-preparedness, Jossey-Bass Publishers</p>
<p>Planned learning activities and teaching methods:</p>	<p>Virtual lectures, workshops, group work, assignments and exams</p>

Assessment methods and criteria:	Final Examination 50% Ongoing evaluation 50% 100%
Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Blackboard Virtual Learning Platform