SCC1617_M2_CEI02
SENSITIVE COMMUNICATION

Number of ECTS credits : 3
Course language : English
Course leader : POHARDY Olivier
Faculty : BOURILLON Isabella

☰ COURSE DESCRIPTION

Issue Management is about preserving company's reputation. Organizations are more and more exposed to public opinion and therefore to image risks. They are more careful, monitor their exposure, implement new processes and allocate resources in order to anticipate and to manage crisis situations.

Listening to the environment and the stakeholders is the heart of good issue management and crisis communications.

In terms of speech writing and crisis communication content, this course is complementary to SCM2_16_CEI01.

☰ COURSE OBJECTIVES

Understand the impact of reputational risks on organizations and brands.

Assess reputation risks related to company's activities.

Understand how a crisis situation bursts and evolves.

Acquire issue management and crisis communication good practices.

☰ LEARNING GOALS

☰ TACKLED CONCEPTS

Crisis communication. Issue management. Risk management.

☰ LEARNING METHODS

Mix of theory and practice. Case studies. Crisis simulation "in real time" with role play.

☰ ASSIGNMENTS

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☰ BIBLIOGRAPHY

. Libaert (T), La communication de crise, Les Topos, 3ème édition, Dunod, 2010

. Heiderich (D), Plan de gestion de crise, Collection: Fonctions de l'entreprise, Dunod, 2010

. Le Bret (H), La semaine où Jérôme Kerviel a failli faire sauter le système financier mondial, édition Les Arènes, 2010

. Collectif, « La crise en 100 mots », La documentation française, 2007

☰ EVALUATION METHODS

60 % : Examen
40 % : Contrôle continu

☰ SESSIONS

1

LECTURE : 06h00

Basics of issue management, risk management, crisis management and communication. Understanding stakes and environnement. The crisis life-cycle.

Cases studies and exercices.

2

LECTURE : 06h00

Anticipation : company's processes and organisation to face crisis situations (risk mapping, stakeholders mapping)

Crisis management and communication methodology (crisis team, spokesperson, golden rules, « first aid » kit…)

Case studies and exercices

3

LECTURE : 06h00

Simulation #1, exercise, debriefing, lessons-learnt

4

LECTURE : 06h00

Simulation #2, exercise, debriefing, lessons-learnt