

Module Title:	Crisis Management
Credits:	5
NFQ Level:	7
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	This course will be taught with the following: Lecture-Based Learning • Lecture with activities embedded • Community of learners in 'safe-place' mode, sharing ideas and writing samples • Classed based role-play • PBL and case study analysis • Autonomous learning- pre reading and further reading Studio-Based Learning • Authentic learning strategies • Project and activity focused sessions
Module Aim:	Crises involve critical and unexpected situations and they will always happen in workplaces and communities. However, since the advent of social media, bad news travels faster than ever. In this module, we will examine the importance of a social media strategy incorporating a crisis management plan. The crisis management lifecycle will be examined. The crisis management toolkit used by managers when organisations and communities face crises will be identified. Learners will develop a crisis management plan implementing recommended responses and mitigation strategies as well as creating communications strategies to address public relations issues.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Distinguish and analyse strategic and ethical failures that lead to a crisis.
LO2	Evaluate the strengths and weaknesses of a crisis response on social media.
LO3	Apply a framework to identify potential risks and create a risk response plan.
LO4	Create a social media crisis management plan using best principles and practices.
LO5	Reflect and analyse skills, knowledge and attributes gained from this module

Pre-requisite learning
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>
No requirements listed

Module Content & Assessment

Indicative Content

Introduction

What is crisis management? Identifying a crisis. The basics of crisis management.

Case Studies

Examine various social media crisis case studies; Examine the strengths and weaknesses of the crisis response on social media crisis case studies

Risk Management Strategy

Identification of potential Risks; Developing a Risk Management Plan; Qualitative and Quantitative Risk Analysis; Creating and Effective Risk Response Plan; Monitoring and Control of Risks

Create a social media crisis management plan

Using best principles and practice to create a social media crisis management plan;

Reflection

Reflection and analyse attributes, skills and knowledge gained from this module.

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Research and present a social media crisis case study	1,2,3,4,5	30.00	n/a
Project	Prepare a crisis management plan, attend a mock crisis event, write a press statement and organize a press conference for the mock crisis event.	1,2,3,4	60.00	n/a
Reflective Journal	Reflection having engaged and interacted with this module	5	10.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	4	Mandatory