

## MANAGEMENT SKILLS AND CRISIS

COURSE CODE	TOTAL SEMESTER		DISTRIBUTION				
	SCT	UD	CAT	TALL	LAB	PC	
	4	64					SEMESTER IN ENGLISH
SEMESTER	TIEMPO DE TRABAJO AUTÓNOMO SEMESTRAL					REQUIREMENTS	
	32H					ENGLISH LEVEL B2 OR HIGHER	
COURSE DESCRIPTION							
<p>This course seeks to provide a setting so the student can plan, develop and apply communication strategies, through advanced introduction to organizational crisis management and to enable the student to work strategically in theory as well as in practice with organizational crises, in crisis management and crisis communication in private and public organizations. This course examines structures, both private and public, at the same time develop communication strategies for individuals who are in the public sphere. By the end of this semester the student is expected to have acquired the following concepts:</p> <ul style="list-style-type: none"> <li>• Acritical awareness of the role of crisis management in a PR context;</li> <li>• A comprehensive understanding of good practices in identifying risk sources and crisis management across different sectors and crisis stages;</li> <li>• The techniques and skills required to develop advanced communications skills in the production of creative ideas and plans necessary in crisis communication;</li> <li>• Skills and knowledge required to identify relevant risks and create the most suitable crisis response and counsel in the decision-making process.</li> </ul>							
COMPETENCES ASSOCIATED WITH THE PROFILE							
LEARNING OUTCOMES							
<ul style="list-style-type: none"> <li>• Critical understanding of the role of crisis management in a PR context.</li> <li>• Critical awareness of the importance of strategic planning in crisis management.</li> <li>• Critical understanding of communication priorities in crisis.</li> <li>• The ability to develop and deploy established media relations activities during crisis, The ability to independently evaluate, draw upon, and offer practical recommendations to organisations facing crises.</li> <li>• Advanced communications and strategic planning skills in the production of a crisis response plan.</li> <li>• Able to construct, develop and implement communication strategies for public, private institutions and public persons in private and public sphere.</li> </ul>							
KEY CONTENT							
TEACHING AND EVALUATION METHODOLOGIES							

Readings and Lecture: The readings for this course are designed to be manageable. This is because we will be discussing each assigned text in detail during class. I therefore expect that you carefully read all assignments for each session. Readings may evolve during the course of the semester.

Evaluation with test and class presentations.

**BASIC BIBLIOGRAPHY**

- Aeron, Davis; *The Death of Public Knowledge: How Free Markets Destroy the General Intellect*; MIT Press; 2017.
- Arrivé, Michel; *Linguistics And Psychoanalysis Freud, Saussure, Hjelmslev, Lacan And Others*; John Benjamins B.V.; Amsterdam, 1992.
- Bourdieu, Pierre; *Outline of a Theory of Practice*; Cambridge University Press; Cambridge UK, 2013.
- Fairclough, Norman; *Critical Discourse Analysis The Critical Study of Language*; Addison Wesley Publishing Company; Longman; New York, 1995.
- Fearn-Banks, Kathleen; *Crisis Communications: A Casebook Approach*; Routledge; New York, 2017.
- Garretón, Jorge; *Course Manual; Compilation of Readings*; Viña del Mar, 2003.
- Kaschner, Holger; *Cyber Crisis Management The Practical Handbook on Crisis Management and Crisis Communication*; Springer; Wiesbaden, 2021.
- Robbins, Stephen R.; Judge, Timothy A.; *Organizational Behaviour 19<sup>th</sup> Edition*; Pearson Education Limited; London, 2023

**SUPPLEMENTAARY BIBLIOGRAPHY**

- Anderson-Meli, Lisa; Koshy, Swapna; *Public Relations Crisis Communication*; Routledge; New York, 2015.
- Beer, Stafford; “Decision and Control: The Meaning of Operational Research and Management Cybernetics”; John Wiley and Sons; London, 1994.
- Chomsky, Noam; Herman, Edward S.; *Manufacturing Consent: The Political Economy of the Mass Media*; Pantheon; 2011.
- Coleman, Amanda; *Crisis Communication Strategies: How to prepare in advance, respond effectively and recover in full*; Kogan Page Limited; London, 2020.
- Giblin, Rebecca; Doctorow, Cory; *Chokepoint Capitalism*; Beacon Press; Boston, 2022.
- Keyes, Ralph; *The Post Truth Era*; Martin’s Press; New York, 2004.
- Medina, Eden; *Cybernetic Revolutionaries: Technology and Politics In Allende’s Chile*; The MIT Press; Cambridge Massachusetts, 2011.
- Mazzucato, Mariana; *The Entrepreneurial State: Debunking Public vs Private Sector Myths*; PublicAffairs Books; Philadelphia, 201.

Websites:

<https://the-santiago-boys.com>.