

## Crisis Communication and Risk

COM 6600

Assess the ethical demands of a public relations or other crisis and the misconception of crisis communication

The student will:

- A-1. Define crisis communication
- A-2. Understand risk and crisis
- A-3. Identify an organization in crisis and explain the elements that confront it and its risks

: Describe how effective leadership acts in crisis (and what ineffective leadership does)

The student will:

- B-1. Be able to explain the power of positive thought and action in crisis communication
- B-2. Distinguish between risk and crisis and determine how effective risk communication can prevent a crisis from reaching its full magnitude
- B-3. Articulate how organiz

