

# COURSE DETAIL

## STRATEGIC COMMUNICATION: CRISIS COMMUNICATION IN ORGANISATIONS AND SOCIETIES

**Country**

Sweden

**Host Institution**

Lund University

**Program(s)**

Lund University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

161

**UCEAP Course Suffix****UCEAP Official Title**

STRATEGIC COMMUNICATION: CRISIS COMMUNICATION IN ORGANISATIONS AND SOCIETIES

**UCEAP Transcript Title**

CRIS COMM ORG&SOC

**UCEAP Quarter Units**

12.00

**UCEAP Semester Units**

8.00

**Course Description**

Organizations are facing a wide range of unexpected challenges of crises, requiring them to develop strategic thinking in order to prepare for, mitigate, respond to, and recover from unexpected occurrences. The aim of this course is to develop strategic skills in mitigating issues and managing crises that organizations encounter. This course places crisis communication in organizational, social, and global contexts. The course emphasizes real-world application of crisis communication concepts, theories, and principles. Thematically, the course covers the foundational of crisis communication, three phases of crisis management, internal and external crisis communication, media and stakeholder relations, and issues and trends in crisis communication.

**Language(s) of Instruction**

English

**Host Institution Course Number**

KOMC60

**Host Institution Course Title**

STRATEGIC COMMUNICATION: CRISIS COMMUNICATION IN ORGANISATIONS AND SOCIETIES

**Host Institution Course Details**<https://www.lunduniversity.lu.se/lubas/i-uoh-lu-KOMC60>**Host Institution Campus**

Lund

**Host Institution Faculty**

Social Sciences

**Host Institution Degree**

**Host Institution Department**

**Course Last Reviewed**

2025-2026

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