

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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