

COURSE DETAIL

CRISIS COMMUNICATION

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

134

UCEAP Course Suffix**UCEAP Official Title**

CRISIS COMMUNICATION

UCEAP Transcript Title

CRISIS COMM

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study of work models and crisis communication management. Topics include: the nature of crises; crisis communication plan; factors that contribute to a crisis; online crises; how to manage a crisis; crisis response-- when to speak; after a crisis; case studies; leadership; crisis communication training processes.

Language(s) of Instruction

Spanish

Host Institution Course Number

803697

Host Institution Course Title

COMUNICACIÓN DE CRISIS

Host Institution Course Details

<https://www.ucm.es/estudios/grado-publicidadyrelacionespublicas-plan-803697>

Host Institution Campus

MONCLOA

Host Institution Faculty

Facultad de Ciencias de la Información

Host Institution Degree

GRADO EN PUBLICIDAD Y RELACIONES PÚBLICAS

Host Institution Department

Departamento de Teorías y Análisis de la Comunicación

Course Last Reviewed

2025-2026

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