Hanze

Course: Issues & Crisis Communication Strategist — credits: 15

Course code	LCVM21MIC03
Name	Issues & Crisis Communication Strategist
Study year	2026-2027
ECTS credits	15
Language	English
Coordinator	M.H. van Dijk

Modes of delivery	Assignment Guest lecture Peer feedback Practical / Training Problem-based learning Self-study Tutorial
Assessments	Issues & Crisis Comm. Strategist - Other assessment

Learning outcomes

PLO A2: Engages with diverse stakeholders by demonstrating contextual awareness and responding appropriately.
PLO B4: Uses (social) media analytics and research methodologies to translate data into actionable insights to improve communication outcomes.
PLO D7: Evaluates communication strategies to align with organisational goals and societal expectations, ensuring relevant and effective communication outcomes.
PLO E10: Critically reflects on ethical communication leadership roles to meet professional standards

Content

In this 15-EC module, students take on the role of issues and crisis communication strategists.

Students will:

- Apply media analytics to identify signals of risks, issues, and (para) crises that may threaten organisational reputation.
- Use established crisis communication tools and techniques, before, during and after a crisis.
- Integrate crisis communication theories and research insights into a Crisis Communication Playbook
- Reflect on personal leadership and ethical decision-making in high-pressure crisis environments.

The module is supported by media analytics, issues & crisis communication theory, personal leadership and relevant workshops. Deliverables can include, but are not limited to, a Crisis Playbook, a presentation, a case study, a research memo, and a leadership toolkit. The deliverables are assessed in a portfolio to determine how well the program learning outcomes have been achieved

Capstone project

In a team-based capstone project, students work in international groups to develop a Crisis Playbook for crisis identification and management and present their strategic recommendations in a final presentation.

Issues & Crisis Communication Theory

Students analyse real situations to understand how crises develop, intensify, and can be prevented. They learn to anticipate potential risk areas and respond more effectively when a crisis does arise. They apply modern crisis communication theories to manage issues and crises effectively.

Media Analytics

Media analytics tools play an important role by providing real-time insights into online conversations. These tools enable students to track stakeholder sentiment and identify emerging issues across various media channels. Students learn to collect data through social monitoring and social listening.

Personal Leadership

Students explore different leadership styles and their own ethical foundations, particularly when addressing crises and high-stakes decisions.

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Included in programme(s)

School(s)

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