COMM20110 *Crisis Communication*
Term 2 - 2025

Profile information current as at 26/10/2024 12:23 pm

General Information

Overview

Not everything happens to plan. Sometimes crises occur with little or no warning, while other times issues build over time. How you manage the crisis as a leader can make or break an organisation. This unit will examine crisis management from a communications perspective. Communicating during and after a crisis is a complex strategy of message development and targeted delivery. You will examine the crisis lifecycle and the role of leadership during a crisis. You will develop messages for stakeholders as well as tools for managing intense media scrutiny. This unit is ideal for decision makers in organisations, or those who may be at the front line when a crisis occurs.

Details

Career Level: *Postgraduate*
Unit Level: *Level 8*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Admission to CC27, CL44, CL45, CM39 or CM52 or completion of 48 credit points.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 2 - 2025

- Mixed Mode

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.
This information will be available on Monday 19 May 2025

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses
Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student Satisfaction Survey

Feedback
Students would benefit from a broader range of learning materials, including videos, interactive modules and synchronous sessions

Recommendation
Embed a broader range of learning materials into the unit, including videos, interactive tools such as H5Ps and offer more synchronous sessions

Feedback from Student Satisfaction Survey

Feedback
Students enjoyed the 'real-world' applicability of the assessment pieces

Recommendation
Continue to offer assessments in which students can see a direct link between their assessment and their current or future workplaces

Feedback from Student Satisfaction Survey

Feedback
Students felt written feedback may not have been sufficient for their needs

Recommendation
Consider ways to give students more detailed feedback on their assessment, in a range of formats, including oral feedback

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 19 May 2025

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 19 May 2025

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 23 June 2025

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.