

COM 8318: Crisis Communication

Essential strategies and tools needed by professional communicators. Proven techniques for crisis statements, talking points for media interviews, briefs for management and legal counsel and message vehicles for the post-crisis environment. Agency teams formed to manage crisis through developed materials.

Credits: 1.0

Prerequisites:

(COM 8008 :Y and COM 8100 :Y) and (COM 8001 :Y or COM 8002 :Y)

Program: [Communication](#)