

## In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# COMM20110 *Crisis Communication*

## Term 2 - 2024

Profile information current as at 19/05/2024 04:13 am

All details in this unit profile for COMM20110 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## 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 - 2024

- Online

### 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

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Case Study**

Weighting: 10%

#### 2. **Report**

Weighting: 30%

#### 3. **Online Test**

Weighting: 30%

#### 4. **Self assessment**

Weighting: 30%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## 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

**On successful completion of this unit, you will be able to:**

1. Recognise different types of crises and how they can impact on an organisation
2. Critically evaluate potential risks to leadership throughout the crisis lifecycle
3. Analyse the leadership role during and after a crisis
4. Apply crisis communication techniques to mainstream and digital media
5. Develop a crisis management communication plan.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks          | Learning Outcomes |   |   |   |   |
|---------------------------|-------------------|---|---|---|---|
|                           | 1                 | 2 | 3 | 4 | 5 |
| 1 - Case Study - 10%      | •                 |   |   |   |   |
| 2 - Report - 30%          |                   | • |   |   | • |
| 3 - Online Test - 30%     |                   |   | • | • |   |
| 4 - Self assessment - 30% |                   |   | • |   |   |

### Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes                                | Learning Outcomes |   |   |   |   |
|--|-------------------|---|---|---|---|
|  | 1                 | 2 | 3 | 4 | 5 |
| 1 - Knowledge                                      | ◦                 | ◦ | ◦ |   | ◦ |
| 2 - Communication                                  | ◦                 | ◦ |   | ◦ | ◦ |
| 3 - Cognitive, technical and creative skills       |                   |   | ◦ | ◦ | ◦ |
| 4 - Research                                       |                   | ◦ |   | ◦ | ◦ |
| 5 - Self-management                                | ◦                 |   |   | ◦ | ◦ |
| 6 - Ethical and Professional Responsibility        | ◦                 |   | ◦ | ◦ | ◦ |
| 7 - Leadership                                     |                   | ◦ | ◦ | ◦ | ◦ |
| 8 - Aboriginal and Torres Strait Islander Cultures |                   |   |   |   |   |

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 17 June 2024

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.