

In Progress

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



COMM20110 *Crisis Communication*

Term 1 - 2026

Profile information current as at 10/09/2025 09:58 pm

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 according 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 on 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 a postgraduate course or completion of 48 credit points in an undergraduate course.

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 1 - 2026

- 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

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 12 January 2026

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 needed additional clarity regarding assessment instructions and expectations

Recommendation

Revise all assessment related material, including marking rubrics, to ensure clarity for students.

Feedback from Student Satisfaction Survey

Feedback

Students felt unclear about connections between the unit content and their own course

Recommendation

Incorporate more direct connections between the unit content and their own course, such as through more specific case studies and examples across a wider range of disciplines.

Feedback from Student Satisfaction Survey

Feedback

Students felt well supported by teaching staff, and appreciated staff flexibility, understanding and incorporation of real-world experience in learning content

Recommendation

Continue student-focused delivery of unit, including flexibility and incorporation of real-world experience throughout the unit.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 12 January 2026

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 12 January 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 16 February 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.