

# COURSE OUTLINES

**Module 1:**  
**Crises vs. Problems**

**Module 2:**  
**Understand the Importance of Crisis Management and Effective Crisis Communication**

**Module 3:**  
**Develop a Crisis Management Plan**

**Module 4:**  
**Crisis Management Team**

**Module 5:**  
**Crisis Management and Communications**

**Module 6:**  
**Write Media and PR Crisis Plans**

**Module 7:**  
**Handling the Media**

**Module 8:**  
**The Good, The Bad, and The Ugly in Crisis Management**

# OBJECTIVES

Differentiate crises from problems  
Understand the importance of crisis management and effective crisis communications  
Develop a crisis management plan  
Set up a crisis management team  
Develop a workable communications plan for crisis management  
Write media & PR crisis plans  
Handle the media  
Learn key lessons in crisis management



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MANAGEMENT COURSE

# CRISIS MANAGEMENT: WHAT TO DO WHEN CRISIS HITS

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