



SPECIAL TOPICS IN PUBLIC RELATIONS: **Crisis Communication**

PR 4301.002

CRN: 27638

TR, 3.30-4.50 p.m.

Kristi Gilmore, Ph.D.

Students will learn how to prepare for and respond to corporate, nonprofit and government sector crises from a public relations perspective. Through case studies and in-class activities the course emphasizes the practical application of crisis communication theories, strategies and tactics when developing and implementing crisis communication plans.
