



CRISIS MANAGEMENT IN THE DIGITAL AGE

About the Program

Truly effective crisis management goes beyond being reactive to protect existing brand value. It is about building brand resilience and taking that understanding to power future performance.

Now is the time to take a systematic approach in building your organization's crisis management capabilities. In today's society and economy, this know-how can be crucial to seizing a competitive advantage.

Comprising 6 modules, this program has been specifically designed for students with the aim of equipping them with practical know-hows to being an effective crisis communicator, stay on top of the digital communications landscape; and develop a crisis response process that is anchored on continual sensing and assessment of internal and external data for signals of change in the macro-environment. Participants will also have the opportunity to deepen their learning through crisis war room practices, sharing by industry experts and hands-on projects to not only successfully navigate, but also harness the power of a potential storm.

Modules

- Module 1: Be an Effective Crisis Communicator – A Practical Approach;
- Module 2: How to Turn Social Media into a Tool for Crisis Management;
- Module 3: Leadership in Crisis;
- Module 4: Drivers of Reputation;
- Module 5: Business Continuity;
- Module 6: Cyber War Game.

Requirements



No specific skills or previous knowledge is required to enroll in this program. However, previous business exposure is highly recommended.

Duration



12 days (weekends),
6 hours per day,

Location



Daejeon, South Korea.
SolBridge International
School of Business campus.

Teaching Method



All class material's are 100% in english.

Fees & Tuition



No application fee;
6,400,000 KRW total tuition.