This is a course on how to maintain the trust and confidence of critical stakeholders when things go wrong.

Effective crisis response is a competitive advantage and a critical attribute of leadership. Effective crisis response protects a company’s reputation as well as its financial condition, operations, relations with key stakeholders, and strategic focus.

This COMM course focuses on the business decisions, management processes, and leadership skills necessary to anticipate, plan for, manage through, communicate about, and recover from crises affecting corporations and other complex organizations.

Pre-requisite: COMM 1000, Juniors or higher may enroll

Instructor: Christopher Licata

Class Number (to enroll through Student Admin): 21046

For more information, contact jose.nebres@uconn.edu