



**PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS
CRISIS COMMUNICATION AND MEDIA RELATIONS – PRC 302
FINAL PROJECT
SEPTEMBER 2020 SEMESTER**

Instructor: Dr. Nyaga

**Final Project: Prepare a crisis management plan (CMP)
for a company of your choice**

A crisis management plan (CMP) is a document that outlines the processes an organization will use to respond to a critical situation that would negatively affect its profitability, reputation or ability to operate. CMPs are used by business continuity teams, emergency management teams, crisis management teams and damage assessment teams to avoid or minimize damage, and to provide direction on staffing, resources and communications.

Required:

Choose a company currently existing and doing business in Kenya. Study its operations and ensure you understand its business and the sector it operates in. Carry out the preliminary research required to come up with a CMP. Focusing on one of the most critical possible crisis this company could experience, prepare a CMP that responds to that crisis.

Rubric

Introduction	10
Purpose and objectives	10
Publics and crisis team	10
Media, equipment and contacts	20
Key messages and templates	20
Trick questions	5
Sample press briefing	10
Prodromes	5
Evaluation	<u>10</u>
TOTAL	100

Project due on or before December 14th 2020.