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case studies of
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Kathleen Fearn-Banks Crisis
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and individual problems that
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communication responses to
these situations.

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5. Crisis communication plan: Create a crisis communication plan for a specific organization, using the steps and guidelines identified by Kathleen Fearn-

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Banks, taking into consideration audience and context. This assignment is worth 40% of the total 500 course points or 200 pts, and is group based, meaning everyone receives the same grade.

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