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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

TEACHING GUIDE MANAGEMENT AND COMMUNICATION OF TECHNOLOGICAL CRISIS 2025-26

GENERAL DATA

Number:	Management and communication of technological crisis
Code:	801879
Course:	2025-26
Degree:	Master's Degree in Communication of Technology and Innovation
Number of credits (ECTS):	
Location in the curriculum:	2nd semester
Department:	
Department manager:	
Date of last revision:	July 2025
Faculty:	Prof. Georgina Dalmau Sanleandro

1. GENERAL DESCRIPTION

The subject Management and Communication of Technological Crisis aims to offer students tools to manage crisis in the digital world. In order to manage these situations, it is also necessary to build solid brands with good relationships with their environment. The subject introduces students to concepts related to the brand from a reputational point of view, understanding their environment and, finally, showing how to manage these crisis situations.

The course will combine theoretical concepts with practical exercises that aim to help students assimilate ideas and concepts.

2. OBJECTIVES

Develop tools to build solid brands and identify weaknesses within their own company, which can prevent future crises.

However, it is also intended to provide students with tools to manage crisis in case that they need to.

3. LEARNING OUTCOMES

Knowledge

K5.2 Describe different ways to address ethical challenges related to technology from a communicative point of view.

K6.1 Analyze how understanding the structure and dynamics of the digital ecosystem is essential for addressing ethical challenges in communication

Skills

S01 Communicate effectively orally, in writing and graphically with other people about learning, thinking and decision-making, and participate in debates, making use of interpersonal skills, such as active listening and empathy, which favor teamwork.

S02 Develop the ability to contribute to innovation in new or existing business institutions and organizations, through participation in creative projects and have the capacity to apply skills and knowledge on entrepreneurship, organization and technology-based business development.

S03 Understand advanced digital technologies, so that they can be applied with a critical perspective, in various contexts, in academic, professional, social or personal situations.

Competencies

C01 Integrate the values of sustainability, understanding the complexity of systems, in order to undertake or promote actions that restore and maintain the health of ecosystems and improve justice, thus generating visions for sustainable futures.

C02 Identify and analyze problems that require autonomous, informed and reasoned decisions to act with social responsibility, following ethical values and principles.

C03 Develop the ability to evaluate inequalities by sex and gender, to design solutions.

C4.2 Manage communication at critical moments, coordinating responses and resources effectively and ethically.

C10.1 Generate effective responses in crisis management, effectively communicating events and actions taken.

4. CONTENTS

SUBJECT 1. BRANDING AND BRAND REPUTATION

Specific learning outcomes

The student, after studying the topic and performing the exercises, will be able to:

- Understand how to build a consistent, solid and reliable brand.
- Identify good and bad practices of brands and their reputation.

Content

- 1.1 Philosophical definition of the company as a basis for building the brand.
- 1.2 Essential elements of a brand and the construction of its coherence.
- 1.3 The brand as a story.

SUBJECT 2. BUSINESS REPUTATION AND THE WORLD OF PUBLIC RELATIONS

Specific learning outcomes

After studying the subject and performing the exercises, the student will be able to:

- Understand what the world of public relations consists of and the relationship they have in building brand image.

Content

- 2.1 The role of public relations in building brand identity.

SUBJECT 3. THE KEY ROLE OF STAKEHOLDERS

Specific learning outcomes

After studying the subject and performing the exercises, the student will be able to:

- Identify the different pressure groups or stakeholders that play key roles in building a brand's reputation.

Content

- 3.1 Stakeholders, what are the main groups that must be taken into account when building and managing crises.
- 3.2 Analysis of practical cases in the management of public relations and identification of Stakeholders.
- 3.3 Public relations and Stakeholders.

SUBJECT 4. INTERNAL COMMUNICATION AND EXTERNAL COMMUNICATION

Specific learning outcomes

After studying the subject and performing the exercises, the student will be able to:

- Identify the key elements of internal communication.
- Be able to enhance the brand through internal communication.
- Use internal resources to manage a crisis.

Content

- 4.1 Internal communication as the key to building brand identity.
- 4.2 Internal communication as the key to crisis management.
- 4.3 The combination of internal communication and external communication as pillars of crisis management.

SUBJECT 5. EXTERNAL COMMUNICATIONS

Specific learning outcomes

After studying the subject and performing the exercises, the student will be able to:

- Combine internal communication with external communication for reputation building.
- Combine internal communication with external communication for crisis management.

Content

- 5.1 External Communication to build brand identity.
- 5.2 External Communication for crisis management.
- 5.3 The combination of internal communication and external communication as pillars of crisis management.

SUBJECT 6. PREVENTION AS A KEY TOOL.

Specific learning outcomes

After studying the subject and performing the exercises, the student will be able to:

- Develop a crisis management guide.
- Understand how failure to prevent cybersecurity can end up affecting your brand.
- Understand the basic elements of business cybersecurity.

Content

- 6.1 Crisis management guides.
- 6.2 Cybersecurity: Prevention in technology-based crises.

SUBJECT 7. REPUTATION CRISIS MANAGEMENT

Specific learning outcomes

After studying the subject and performing the exercises, the student will be able to:

- Manage a reputation crisis using digital communication tools.

Content

- 7.1 What are reputation crises?
- 7.2 What are reputation crises focused on technology?
- 7.3 How to deal with reputation crises associated with the world of technology?
- 7.4 How technology and the digital world will help us manage crises.

SUBJECT 8. Conclusions

Specific learning outcomes

After studying the subject and performing the exercises, the student will be able to:

- Link all the concepts worked on to apply them to the professional world.

Content

- 8.1. Conclusions of the subject.

5. TEACHING AND LEARNING METHODOLOGY

It is based on participatory expository classes complemented by the advance reading of the different topics of the material previously published on the virtual campus. With the classroom practices and homework, it is expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Study and preparation of the contents.
- Group/cooperative work with the presence of the teacher.
- Content review class with case resolution and group dynamics.
- Weekly evaluation questionnaires

6. EVALUATION

According to the Bologna Plan, the model rewards the constant and continuous effort of the students.

40% of the grade is obtained from the continuous evaluation of the directed activities and the remaining 60% from the final face-to-face exam. The final exam has two calls.

The final grade of the subject (NF) will be calculated based on the following formula:

- **NF = Final Exam Grade x 60% + Continuous Evaluation Grade x 40%**
- The minimum mark for the final exam to calculate the NF will be 40 out of 100 points.
- The subject is approved with an NF equal to or higher than 50 out of 100 points.

Type of activity	Description	% Evaluation	
Deliveries:			30%
	Practical group exercises	66,3 %	
	Individual Exercise	33,4 %	
Questionnaires:			10%
	Topic 1. Questionnaire	1.25 %	
	Topic 2. Questionnaire	1.25%	
	Topic 3. Questionnaire	1.25%	
	Topic 4. Questionnaire	1.25%	
	Topic 5. Questionnaire	1.25%	
	Topic 6. Questionnaire	1.25%	
	Topic 7. Questionnaire	1.25%	
	Topic 8. Questionnaire	1.25%	
Final exam			60%
	Test of theoretical knowledge.	30 %	
	Individual practical exercise	70%	

For the practical group exercises and the project applied during the continuous evaluation, the use of AI is allowed as a mere assistant only when/if it's cited and justified in its use when the activity is presented.

7. BIBLIOGRAPHY

7.1. BASIC BIBLIOGRAPHY

- Aced, C. (2010). *Relaciones públicas 2.0: Cómo gestionar la comunicación corporativa en el entorno digital*. UOC.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15ª ed.). Pearson Education.
- Lindstrom, M. (2008). *Buyology: Truth and lies about why we buy*. Crown Business.
- Theaker, A. (2020). *The public relations handbook* (6ª ed.). Routledge.