Sport Communication Class Project: Crisis Communication Case Study

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Considering the intense media and public scrutiny many sport organizations face, sport organizations are expected to respond to crisis situations almost immediately. This display details a course project that requires undergraduate sport administration students to identify an actual, real-world crisis facing a sport organization, examine the communication strategies employed by the organization in response to the crisis, analyze strengths and weaknesses of the communication strategies employed, and offer recommendations. Through this case study analysis, students reflect on crisis communication best practices as they evaluate an actual crisis response. Copies of the project's grading rubric will be included as a handout.