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**INSTITUTE FOR THE  
ADVANCEMENT OF  
JOURNALISM**



# Crisis Management

**Course Outline**

[www.iaj.org.za](http://www.iaj.org.za)

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# INTRODUCTION

This specially crafted programme merges the finest aspects of journalism, creative writing, and corporate communication, providing participants with a comprehensive skill set to craft engaging, influential narratives and foster client connections in their professional endeavors. Structured over several phases, the course begins with an intensive two-day training segment, delving into the core principles of effective communication. Following this, participants embark on a one-week break to apply their newfound knowledge through a hands-on assignment. The program culminates in a practical two-day session, empowering participants to refine their work through editing and enhancement techniques, ensuring tangible skill development and immediate application.

## How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

## Course Duration

Four to Five days full time. Face-to Face or Online

## Certification

All successful delegates will receive a certificate of completion.

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## COURSE OUTCOMES

- Help communicators navigate the complex nature of a changing media landscape
- The basic elements of a strategic media plan such as goals, targeting and research
- Framing the right messages for the right audience on the right medium; Choosing your media outlets and the tools for success
- Tracking your coverage and evaluating your efforts.

## Who should participate

- Corporate Communications executives from both public and private sectors and civil society organisations – professionals whose enterprises would be enhanced by strategic interaction with the mass media

Group Training: Courses may be designed to clients brief and set objectives

*\*Kindly note the course briefs are IAJ's intellectual property.*