Dr. Linda L. Golden, Marketing 372, Reputational Risk and Crisis Management

Risk is an inevitable part of all decision making. Risk that individuals or enterprises take, either knowingly or unknowingly, can ultimately impact their reputation. When reputations are impacted, a crisis can result. Likewise, how crises are handled ultimately impacts reputation. A great deal of marketing dollars are spent building reputation as well as brand image, however little attention is directed toward organizing for crisis management.

This course focuses on reputational risk and crisis management, as well as the intersection of the two. It centers around readings and class discussions, as well as a project for hands on crisis management. Please see the example syllabus from Fall, 2020, which is being revised to reduce the number of books required for the class. Course revisions are being made based upon a former student’s survey of colleagues who were in the course.