



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION**

JAN-APR 2026 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: PRC 302

COURSE TITLE: CRISIS COMMUNICATION

INSTRUCTOR:DR CALEB RATEMO

QUESTION 1

Crisis Communication 3-Week Project (40 Marks)

Project Title:

“A poorly managed crisis can permanently damage an organization’s reputation, while a well-managed one can strengthen public trust.”

Using theories of crisis communication and real-world organizational cases, analyze how effective crisis preparedness, message framing, and stakeholder engagement influence the outcomes of crisis situations.

Project Instructions:

You are required to:

1. Select **ONE real crisis case** (local or international) where an organization either managed or mishandled a crisis.
2. Apply **at least TWO crisis communication theories** (e.g., Situational Crisis Communication Theory, Image Restoration Theory, Apologia, Chaos Theory, or Benoit's Model).
3. Evaluate the organization's crisis preparedness, communication strategy, leadership response, and stakeholder engagement.
4. Propose practical recommendations for improving future crisis communication.
5. Submit a well-organized **2,000–2,500 word report** (typed, double-spaced, APA 7th Edition Referencing to be adhered to)

Timeline: 2 weeks

Weight: 40 marks

Report Structure:

1. **Cover Page & Table of Contents**
2. **Introduction** – Context, background of the crisis, objectives of the report
3. **Theoretical Framework** – Discussion and justification of theories applied
4. **Case Study Analysis** – Narrative of the crisis and communication actions taken
5. **Critical Discussion** – Evaluation of preparedness, message framing, and stakeholder management
6. **Recommendations** – Evidence-based strategies for improvement
7. **Conclusion** – Summary of findings and reflections
8. **References** – Properly formatted citations

QUESTION 2

Question (20 marks): Post-Crisis Reputation Recovery Plan

Assume you are part of a communication consultancy firm hired to help *AquaPure Bottlers Ltd.*, a company recently accused by the media of selling contaminated bottled water. Laboratory tests have since cleared the company of any wrongdoing, but public confidence remains very low.

Task:

In not more than **1,000 words**, design a brief **Post-Crisis Reputation Recovery Plan** for *AquaPure Bottlers Ltd.* that focuses on rebuilding public trust. Your response should:

1. Summarize the crisis situation and its impact on the company's reputation. (5 marks)
2. Using illustrations, propose **FOUR key communication strategies** to rebuild stakeholder confidence. (8 marks)
3. Suggest **TWO digital or social media initiatives** that encourage transparency and engagement. (4 marks)
4. Explain how the success of your recovery plan could be measured. (3 marks)

Total: 20 marks

Marking Guide / Rubric (Total: 40 marks)

Assessment Area	Description	Marks	Indicators of Performance
1. Understanding of Crisis Communication Concepts	Defines and contextualizes crisis communication; shows relevance to the chosen case	6 marks	Excellent (6): Deep understanding with clarity and context; Good (3–5): Reasonable understanding; Poor (0–2): Limited or unclear.
2. Application of Theory	Applies at least two crisis communication theories accurately and links them to the case	10 marks	Excellent (10): Insightful application and integration; Good (5–9) Some linkage but limited depth; Poor (0–4): Theories mentioned but not applied.
3. Case Study Analysis	Describes the crisis situation, organizational response, and outcomes	6 marks	Excellent (6): Well-documented and analytical; Good (3–6): Adequate description; Poor (0–2): Superficial or incomplete.

4. Critical Evaluation (Preparedness, Messaging, Stakeholder Engagement)	Critically analyzes communication strategy, tone, channels, and stakeholder management	8 marks	Excellent (8): Strong critical insight with evidence; Good (4–7): Some evaluation but lacks depth; Poor (0–3): Descriptive rather than analytical.
5. Recommendations and Practical Insight	Provides feasible and creative strategies for better crisis management	5 marks	Excellent (5): Practical and clearly justified; Good (3–4): Useful but not innovative; Poor (0–2): Weak or generic.
6. Organization, Writing, and Referencing	Logical flow, clarity, grammar, APA/Harvard referencing	5 marks	Excellent (5): Well-written, coherent, and properly referenced; Good (3–4): Minor issues; Poor (0–2): Disorganized or poorly presented.

Total: 40 marks

Marking Rubric: Post-Crisis Reputation Recovery Plan (20 Marks)

Assessment Area	Description	Marks	Indicators of Performance
1. Situational Summary	Briefly explains the crisis background and its impact on AquaPure Bottlers Ltd.'s reputation	5 marks	Excellent (5): Clear, concise, and relevant summary showing understanding of the crisis and reputational effects. Good (3): Some relevant points but lacks depth or clarity. Poor (0): Inaccurate or missing summary.
2. Communication Strategies	Proposes two realistic and effective strategies for rebuilding stakeholder confidence	8 marks	Excellent (8): Logical, actionable, and theory-informed strategies tailored to stakeholders. Good (4–7): Relevant but general or underdeveloped. Poor (0–3): Superficial, impractical, or unclear.
3. Digital/Social Media Initiative	Suggests a creative and relevant online activity or campaign for transparency and engagement	4 marks	Excellent (4): Innovative and appropriate to post-crisis context (e.g., live Q&A, hashtag campaign, influencer advocacy). Good (2): Reasonable idea but

			lacks originality or clarity. Poor (0): Unclear or irrelevant initiative.
4. Evaluation of Success	Explains how effectiveness of the campaign will be monitored and measured	3 marks	Excellent (3): Clear, measurable indicators (e.g., sentiment analysis, engagement metrics, surveys). Good (2): Mentions evaluation but lacks detail. Poor (0): No or vague evaluation method.

Total: 20 marks