



during crises, communicators are fired and that is when companies fail literally (e.g.,

e.g., Tiger Woods)

Here is a synopsis of the assignments and point values for the semester:

**Point Values per Assignment**

the press conference. Students should dress professionally for the press conference  
ONLY on the days in which they are presenting and



# Penalties











<b>Date</b>	<b>Topic</b>	<b>Readings</b>	<b>Responsibilities/ In-class work</b>
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Date	Topic
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