

NAME(S):.....

I. PR - CRISIS COMMUNICATION

The story of a Germanwings plane crashing into the French Alps was everywhere. 150 people died. The event was not caused by corporate negligence, but a deliberate crash by pilot Andreas Lubitz, who was found out to have been suffering from depression. A media spotlight was cast onto the airline and people demanded answers.

QUESTION

- Name all the activities to be done step by step to save the company's reputation:

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II. PR - CRISIS COMMUNICATION

In a story that would make any chocolate-lover reel in horror, two bars of Cadbury's Dairy Milk bought in Mumbai, India, were found to be infested with worms.

QUESTION

- Name all the activities to be done step by step to save the company's reputation:

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