

## **RIPPED FROM THE HEADLINES: CRISIS PLAN OF ATTACK LEARNING MODULE**

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### **Abstract**

This paper presents a learning module designed to augment the rigor of a marketing strategy case study but with the added excitement of watching an actual company crisis unfold. The learning module entitled the Crisis Plan of Attack requires student teams to create and present a comprehensive plan of attack, in one week, for a company facing a current crisis. Student feedback on the latest iteration of the module reflects that students find the assignment interesting, challenging, relevant to the current business environment, and a positive learning experience. The author recommends that instructors adopting this module consider providing students with more direction, given the fluid and ever-changing nature of a crisis, and more in-class time to collaborate with their group members.