## MASTER DEGREE IN BUSINESS MANAGEMENT

Seminars MANIMP A.A. 2021/2022 CV Business Management (6 CFU) Further knowledge for placement on the job market (6 CFU)

14 June 2022, 9.30 -11.00 am Zoom Platform

## Crisis communication: How companies deal with public relations crises

Prof. Camilla Barbarossa

Associate Professor of Marketing Department of Marketing and International Business Social and Innovation Marketing Lab

Toulouse Business School (France)

Dipartimento di Management



Zoom Link Faculty of Economics – Sapienza University of Rome Via del Castro Laurenziano 9, 00161 Rome