



unitar

United Nations Institute for Training and Research

Unitar Online Catalogue

Public Diplomacy in a Multipolar World

Type:	Course
Location:	Web-based
Date:	12 Nov 2012 to 7 Dec 2012
Duration:	4 Weeks
Programme Area:	Peace Security and Diplomacy, , Multilateral Diplomacy
Website:	http://www.unitar.org/mdp/
Price:	\$600.00
Event Focal Point Email:	mdp-elearning@unitar.org

BACKGROUND

Public diplomacy, and its sister concept, soft power, dominate much of the current academic debate about 21st century diplomacy. A major challenge for governments is how to develop effective public diplomacy, and optimize the use of their soft power, in a rapidly changing global environment. This course aims to help participants understand what public diplomacy is, how its practice has evolved over time and how the current challenges are being addressed. It will also examine a range of tools & techniques available to public diplomacy practitioners.

EVENT OBJECTIVES

This on-line course aims to provide diplomats and public officials with an idea of the strategic significance of public diplomacy in the past and future. The crucial project steps of campaigns, media relations and other public diplomacy tools are analysed, discussed and summarised in a very practice oriented manner. Legal and human resource questions complement the material in order to be applicable in many environments.

LEARNING OBJECTIVES

At the end of the course, participants should be able to:

- Define and discuss the basic concepts of public diplomacy and how its practice is evolving;
- Explain the distinction between public diplomacy and related activities such as nation branding, propaganda, cultural relations, public relations and lobbying;
- Demonstrate knowledge of the skills and techniques required by public diplomacy practitioners vis-à-vis the media and other stakeholders;
- Design strategic media plans and public diplomacy campaigns by using modern and conventional public diplomacy tools.

METHODOLOGY

The course will be conducted in English over a period of four weeks, each week consisting of a module focusing on a different topic. The course will be delivered via UNITAR's e-Learning platform. This pedagogical tool will help the student meet the course's learning objectives through a self-paced study routine supported by multimedia, optional and required readings, discussion forums, assessment quizzes, and a wealth of other information.

TARGETED AUDIENCE

The course is designed for mid to senior-level government officers in ministries preparing public diplomacy strategies and tools on a variety of topics. It also

targets entry-level and mid-career diplomats working in a multilateral setting. Private sector specialists and students whose work or studies are related to this subject are also encouraged to apply.

ADDITIONAL INFORMATION

The course participation fee is 600 USD. Participants from Least Developed Countries (LDCs) are eligible to apply for a fellowship. Please contact the Multilateral Diplomacy Programme for more details. Registration will be closed as soon as the course is full and your place will be secured once your payment is confirmed.

Information about dates, registration and fees are available on <http://www.unitar.org/event/by/mdp>