

Strategies and Models for Public Diplomacy

Master in International Relations

UNIVERSIDAD NEBRIJA

TEACHING GUIDE

Subject: Strategies and Models for Public Diplomacy

Degree: Master in International Relations

Academic Year: 2025-2026

Character: Compulsory

Language: English

Mode: Classroom

Credits: 5

Course: 1st

Semester: 1st

Professors/Teaching Staff: Alejandro Remesal Royo

1. COMPETENCES AND OUTCOME LEARNINGS

1.1. Competences

Basic competences

CB1 Students are able to possess and understand knowledge in an area of study that starts from the basis of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and the resolution of problems within their field of study.

CB3 Students are able to communicate their conclusions - and the knowledge and rationale underpinning them - to specialist and non-specialist audiences in a clear and unambiguous manner.

CB4 That students possess the learning skills that will enable them to continue learning in a way that will be largely self-directed or autonomous.

General competences

GC1.- The student must acquire up-to-date knowledge of international political, economic and social relations.

GC2.- The student must be able to systematically understand complex concepts, relevant information, its context and how to apply it to specific situations, taking into account how it affects the different actors and agents in each situation.

GC3.- The student must master advanced techniques that allow him/her to obtain and analyse information, assess its relevance and validity, synthesise it and adapt it to the context.

GC4.- The student must be able to understand and deal with complex situations and arguments systematically and creatively, with critical judgement, with incomplete information, taking risks, making decisions and communicating them to any type of audience.

CG5.- The student must be able to communicate correctly both orally and in writing, both in Spanish and in a second language, using the latest technology.

GC6.- The student must be able to act autonomously in the evaluation of socio-political events as well as to foresee possible scenarios for the development of events.

GC7.- The student must be able to play different roles within a team.

GC8.- The learner should be able to recognise the need for change and should have the necessary skills to manage it.

GC9.- The learner should be able to act autonomously within a framework of responsible freedom.

CG10.- The learner should be able to contribute value to the organisation through creativity and participation.

Specific competences

SC6. Ability to apply the knowledge acquired to problem solving in new and dynamic environments, such as changes in international, regional or state political systems.

SC10. Ability to recognise problems and opportunities in the analysis and implementation of issues related to the dynamics of international relations.

SC14. Knowledge of the characteristics of the stages of advanced research processes in the field of diplomacy and international security policy.

SC20. Ability to develop leadership and communication skills within governments and specialised institutions, developing innovative public diplomacy and national security strategies.
SC21. Ability to conceive, design, implement and adopt a substantial research process with academic rigour in relation to national security policy in an interdependent and dynamic international context.

SC26. Ability to make decisions from a strategic perspective in the field of the design of national security strategies, based on the formal and analytical models of the most recent and advanced theories of policy analysis.

CE30. Ability to negotiate in international spheres from the point of view of public and private organisations.

CE38. Ability to carry out a critical analysis, evaluation and synthesis of new and complex ideas from different advanced theoretical approaches in the area of Public Diplomacy, integrating the knowledge acquired and considering social responsibility and respect for a strict professional code of ethics.

CE39. Ability to contribute, from an academic perspective, to the advancement of the analysis of public diplomacy under the prism provided by the context of a society based on knowledge and communication.

SC40. Ability to apply the protocols and strategies of public diplomacy in international private spheres.

SC42. Ability to handle the concepts of national and international security and their application to the contexts of non-stability, national rights and international obligations of states.

SC76. Ability to design applied research in the field of public diplomacy using qualitative and quantitative research techniques and ICTs.

2. CONTENTS

2.1. Prerequisites

None. It is recommended to have taken undergraduate courses on Diplomatic and Consular Law and Development Cooperation.

2.2. Description of contents

The course will cover the contrasts between the classic "realpolitik" and traditional diplomacy with respect to the new models of Public Diplomacy and "netpolitics", as well as the interdisciplinary study of multiple Public Diplomacy strategies and their relationship with "soft power". Likewise, the students will understand the most advanced techniques of persuasion, communication, public relations and "political advocacy" in the international arena, the analysis of Public Diplomacy and the "new diplomatic environments" in the context of globalization, where the boundaries between the local and international issues are more diffuse, the course will include the brand management of and country-brand topics as well. Real case scenarios focused on the public diplomacy of States (more precisely MFAs) will be used as examples of the work on public diplomacy from a realistic point of view.

2.3. Detailed content

1. OLD STYLE DIPLOMACY AND MODERN PUBLIC DIPLOMACY
   What is diplomacy and public diplomacy?
   "Realpolitik" and conventional diplomacy
   "Netpolitics" and new models of Public Diplomacy
   Power diffusion in a changing context

2. HARD POWER, SOFT POWER AND PUBLIC DIPLOMACY
   Hard power Vs Soft power.
   The contexto of Public Diplomacy
   Strategies of Public Diplomacy

3. PERSUASION AND PUBLIC RELATIONS BEYOND COMMUNICATION
   Theories of political communication
   Persuasion beyond communication
   International public opinión and international public relations
   Reputation and brand management.
   Crisis management

4. NOWADAYS PUBLIC DIPLOMACY
   Political Advocacy
   Culture and Public Diplomacy
   Public diplomacy training
   Digital diplomatic environments and contemporary international relations.

5. CONTEMPORARY BRANDING
   Ministry of Foreign Affairs, European Union and Cooperation. Communication strategy
   Directorate-General for Communication, Public Diplomacy and Social Media
   Public diplomacy and disinformation
   Work of MFA's in terms of disinformation
   Communication on consular matters

2.4. Educational activities

The course is part of the subject International Politics and Foreign Service, and covers 5 of the total of 10 ECTS of the subject.

Classroom mode:

Theory: Lectures and seminars. This subject deals with the techniques and tools of public diplomacy as well as the major issues that are the object and objective of it (5 ECTS / 125 hours 100%) Competences CB 1, CB 2, CB 3, GC 1, GC 2, GC 3, GC 5 and GC 8.

Practical: The knowledge and skills acquired in the theoretical part of the course will be applied through case studies and solving exercises and problems. (3 ECTS / 75 hours 50%) Competences CB 1, CB 2, CB 3, CG 2, CG 3, CG 4, CG 5, CG 6, CG 7, CG 8, CG 9 and CG 10.

Personal work: (2 ECTS / 50 hours 0%) Competences CB 1, CB 2, CB 4, CG 1, CG 2, CG 3, CG 4, CG 5, CG 6, CG 7, CG 8, CG 9 and CG 10.

3. EVALUATION SYSTEM

3.1. Grading system

The final grading system will be expressed numerically as follows:
0 - 4,9 Fail (SS)
5,0 - 6,9 Pass (AP)
7,0 - 8,9 Pass (NT)
9.0 - 10 Outstanding (SB)
The mention of "honours" may be awarded to students who have obtained a grade equal to or higher than 9.0.

3.2. Assessment criteria

Ordinary exam session

Mode: Classroom

Assessment system	Percentaje
Attendance and participation in class	20%
Presentation of work and projects (individual work and teamwork)	30%
Final exam or final work in class	50%

Extraordinary exam session

Mode: Classroom

Assessment system	Percentaje
Presentation of work and projects (individual work and teamwork)	30%
Final exam or final work in class	70%

3.3. Restrictions

Minimum grade

In order to be able to average the above weightings, it is necessary to obtain at least a grade of 5 in the final examination.

Attendance

Students who, without justification, fail to attend more than 25% of the face-to-face classes may be deprived of the right to take the exam in the ordinary exam session.

Writing standards

Special attention will be paid to both presentation and content in written assignments, practicals and projects, as well as in exams, taking care of grammatical and spelling aspects. Failure to comply with the minimum acceptable standards may result in points being deducted from the work.

3.4. Warning about plagiarism

The Universidad Antonio de Nebrija does not tolerate plagiarism or copying under any circumstances. Plagiarism is considered to be the reproduction of paragraphs from texts of authorship other than that of the student (Internet, books, articles, work of colleagues...), when the original source is not cited. The use of quotations cannot be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered a Serious Misconduct and the sanction foreseen in the Student Regulations may be applied.

4. BIBLIOGRAPHY

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