

# COURSE SYLLABUS

## Diplomatic Communication in Practice

Diplomatic Communication Template: A road map for All types of Diplomatic Communications

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Global Diplomatic Forum E-learning Course



## Table of Contents

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Table of Contents .....	2
Disclaimer and Acknowledgements.....	3
Course Presentation.....	4
Course Outline and Contents.....	5
Learning Objectives .....	6
Methodology.....	7
Grading Policy and Course Completion .....	7
Study Planning.....	8
Learning Content .....	9
Interactive Course.....	10
Experts .....	11
Technical Support.....	10

## Disclaimer and Acknowledgements

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Please familiarise yourself carefully with the Disclaimer and Acknowledgements documents made available on this course's platform prior to commencing the course for more information about the terms and conditions of use of the Global Diplomatic Forum on-line learning environment and acknowledgement of those organisations and associated experts for their authorisation to use text, audio and visual transcripts, webcasts and photographic imagery.

## Course Presentation

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Are you ready to take your diplomatic communication skills to the next level? Join our practical online course, "Diplomatic Communications in Practice", where you'll learn how to develop and implement effective communication strategies that drive the delivery of your policy objectives.

At the end of this course, you'll understand the importance of building a roadmap and strategy before determining the tools, the importance of understanding your audience, the various diplomatic communication tools, and how to use them together in a campaign, and the importance of a long-view and commitment to continuous learning and listening.

The course is a combination of conceptual learning and hands-on experience, with the majority of the training program (75%) focused on learning through application exercises, case studies, presentations, scenario settings, and campaign management. These practical exercises are designed to simulate real-life environments, allowing participants to practice and deliver in settings similar to those they will encounter in their professional lives.

The course is suitable for both public diplomacy staff and policy officials and the practical component and template can be adapted to accommodate the requirements for different types of diplomatic communications.

The course places a strong emphasis on understanding the audience as the primary aspect of communications and public diplomacy. Participants will receive a 2-page communication plan template as a toolkit that they can use and practice delivering in the course and in their professional lives.

The online course in Diplomatic Communications will introduce and enhance participants' understanding of the main aspects of the theme, thus providing them with competitive edge and necessary foundations to effectively navigate the Global changing diplomatic environment. The Online Course trains diplomats beyond the conceptual understanding of Diplomatic Communications to develop and implement strategies with tangible impact on the delivery of their objectives. Participants will be prepared to take diplomatic opportunities presented via effective communication.

Developed and delivered by leading experts who will share their expertise and experiences with participants in an engaging platform, the course follows the latest trends for diplomatic education and aims to train the next generation of diplomatic leaders to succeed in a 21st Century diplomatic environment.

Join us on this exciting journey to become a master of diplomatic communication

## Course Outline and Contents

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The format of the online course in Diplomatic Communications consists of a comprehensive set of online modules available to diplomats, professionals, students and trainee diplomats.

The Online Course in Diplomatic Communications is a practical course that covers topics focusing on different aspects, stakeholders, channels and practices that constitutes the framework of Diplomatic Communication. The course aims at enhancing practitioners skills in a globalised and interdependent issues as well as to strengthen the skills relevant to operating within a changing world

### **Module 1: Diplomatic Context**

*(Week 1)*

1. Diplomatic Context Issue
2. Diplomatic Context background
3. Diplomatic Context stakeholders
4. Diplomatic Context desired goal

### **Module 2: Know Your Audience**

*(Week2)*

1. The target audience
2. The audience Profile and Persona Opportunities and challenges to multilateral diplomacy in different fields
3. The Audience's Decision Making Unit

### **Module 3: Diplomatic Communications Channels**

*(Week 3)*

1. Different available Diplomatic Communications channels
2. Matching Diplomatic Communications Channels with target
3. Mixing Diplomatic Communications Channels in a campaign

### **Module 4: Diplomatic Communications Road Map: Implementation, Monitoring, and Adjustments**

*(Week 4)*

1. The Diplomatic Communications Plan
2. Monitoring the delivery of the Diplomatic Communications Plan
3. Assessing Diplomatic Communications Road Map performance

## The Course Outcome

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Upon completion of the course, participants will be able to;

- Define the communication perspective of a diplomatic context and set the objectives

- Master the main step of diplomatic communications by defining, understanding, profiling and creating a persona for each audience segment
- Relate Diplomatic context and audience to the optimal communications channels
- Develop and implement diplomatic communications road map
- Master the use of diplomatic communications template
- Increase productivity and improve results of diplomatic communications
- Train and share diplomatic communication expertise with colleagues and throughout the organisation

## Learning Objectives

<b>Module</b>	<b>Learning objectives</b> At the end of each module, the participants will be able to:
<b>Module 1 (week 1)</b>  <b>Diplomatic Context</b>	<ul style="list-style-type: none"> <li>• Define the diplomatic Context</li> <li>• Identify stakeholders of the diplomatic context</li> <li>• Formulate the goal of the diplomatic context</li> <li>• Devise a communication perspective of a diplomatic context and setting the objectives</li> <li>•</li> </ul>
<b>Module 2 (week 2)</b>  <b>Know Your Audience</b>	<ul style="list-style-type: none"> <li>• Identifying your target audience</li> <li>• Devise a profile of your target audience defining, understanding, profiling and creating a persona for each audience segment</li> <li>• Engage with your target audience</li> </ul>
<b>Module 3 ( week 3)</b>  <b>Diplomatic Communications Channels</b>	<ul style="list-style-type: none"> <li>• Grasping Different available Diplomatic Communications channels</li> <li>• Matching Diplomatic Communications Channels with the target audience</li> <li>• Mixing Diplomatic Communications Channels in a campaign</li> </ul>

**Module 4 ( week 4)****Diplomatic Communications Road Map: Implementation, Monitoring, and Adjustments**

- Devising the Diplomatic Communications Plan
- Monitoring the delivery of the Diplomatic Communications Plan
- Assessing Diplomatic Communications Road Map performance

## Methodology

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The course will be delivered via the e-Learning platform [FutureLearn](#) (instructions on using this platform will be emailed to you with course invitation to the platform). This didactic tool will allow the students to view the course contents and thus achieve the course's learning objectives through a self-paced learning routine supported by various multimedia content (hosted and linked videos and podcasts), optional and required readings, discussion boards, assessments, and a wealth of other materials. Designed to fit the busy schedules of full-time professionals specifically to diplomatic personnel, participants will acquire knowledge through multi-faceted methodology comprising traditional reading materials, external sources of information in form of videos and podcasts, interactive discussion board allowing for communication with other participants and experts alike and webinars with guest lecturers.

**The course content and materials will be available online** (see Course Outline and Contents section for more details). The course is divided into 6 modules

All four modules contain the same structural elements:

- Contents
- Learning Objectives
- Lesson Material (text, video, documents, and lexicon terms)
- Assessment
- Discussion Board

## Grading Policy and Course Completion

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Students are eligible for a course certificate upon successful course completion. Successful completion requires:

- **At least 70% passing grade on EACH of the four module-based assessments** (7 out of 10 questions answered correctly); you may take each assessment **three times** (questions will be randomly drawn from a predefined question bank and therefore the content of assessment will change with each attempt);

**Before moving to the next module**, you should:

- (a) carefully go through all of the core module texts,
- (b) take the module-based assessments, and
- (c) participate in the weekly Discussion Board forums. ( optional)
- (d) you will be also encouraged to read/view/listen to the optional external links to further develop your knowledge on the given module’s topic (e.g. links to articles, webinars, podcasts or websites and additional documents).

Global Diplomatic Forum's e-learning Committee is responsible for the final decision regarding certificates in consultation with the module leaders (experts). Global Diplomatic Forum reserves the right to award certificates of completion only to those participants who will be deemed “eligible” through the aforementioned pre-requisites. Global Diplomatic Forum urges all participants to take a clear note of the above requirements. Should you require further clarification, please do not hesitate to contact the Global Diplomatic Forum Team.

## Study Planning

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Below table provides guidance on which parts of the course are deemed mandatory.

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, though highly recommended
Module Assessments	Yes
Discussion Forums	Yes



The distinctive feature of this learning course is that it is an entirely **online based** learning experience. As such it can not only be accessed from any part of the world but also at any point of time (within allocated availability period specified above in the Course Outline and Contents section) thus creating a true self-paced learning environment. Upon start of the course, training materials will be gradually made available to you through Global Diplomatic Forum's partner portal - FutureLearn. The course contents will also provide links to external web resources such as references, documents and multimedia.

The Global Diplomatic Forum's team will be at your disposal to provide guidance and help you participate and **contribute actively** to the discussion forums, which are an important learning opportunity of this course. You will also be able to communicate with the course manager who will moderate the discussion board as well as answer module related questions (through both the posts on the Discussion Board and e-mail).

The online training provides numerous **advantages** over traditional learning methods. Particularly it allows for:

- the adjustment of the schedule and pace of your learning according to your specific requirements
- complete freedom in choice of the study location - as long as you are able to access internet connected computer
- expanding your network through engaging in discussion with fellow participants and module leaders
- having lectures with the world's leading experts

Online courses require more self-discipline and pro-active preparation in order to successfully meet the course's requirements and learning objectives.

Another important characteristic of the online course that needs to be duly noted is that it is asynchronous. What that effectively means is that the interaction between course participants and module leaders will take place intermittently and may incur a time delay – thus it is imperative to establish a course study routine that suits best individual work schedule, family commitments, internet connection speed, etc.

## Learning Content

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The complete set of modules and respective course materials **will be made available instantaneously on the FutureLearn portal. Modules and materials will be released on a weekly basis and will become available to participants regardless of successful completion of previous module and passing the assessment.** Learning materials are organised as follows:

The course material constitutes the core mandatory learning activity. The various module lessons contain main course text as well as links to external websites (e.g. with relevant articles, publications etc.)

documentation, videos and podcasts, questions and case studies. All modules have few lectures with the module leader and a guest lecturer. The course and individual module contents have been designed to be accessible and approachable by wide demographic of participants, regardless of their level of knowledge on the topic providing opportunity to both acquire the basics and further elaborate on existing expertise.

## Technical Support

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For any technical issue or coordination matter, you may contact the Global Diplomatic Forum Team by sending a message through the FutureLearn platform.

You may also contact us by email. Email support is available 24/7. Given the global scope of the course emails will be answered within 24 hours.

### **Global Diplomatic Forum Team**

Jon Rendall Mr Marcin Dadura

Programme Manager

E-mail: [events@gdforum.org](mailto:events@gdforum.org)

Support hours: 8am to 5pm (CET)