

Course description

	“Public Diplomacy”
Department responsible for the course	Institute of History & International Relations Undergraduate Program in International Relations
Lecturer	Dr. Alexander Marchukov amarchukov@sfedu.ru
Semester when the course unit is delivered	Autumn semester
Teaching hours per week	2
Level of course unit (for ex., Second cycle – Master level)	Bachelor Level
ECTS credits	5
Admission requirements	
Course objectives (aims)	<p>The primary objective of the course is to learn public diplomacy in theory and practice. It is purposed to help students to:</p> <ul style="list-style-type: none"> - examine key public diplomacy concepts and analytical tools; - learn public diplomacy practices in different countries; - examine challenges of public diplomacy and ways to overcome them.
Course contents	<p>This course is aimed to give students the tools to analyze, interpret and explain the phenomenon of public diplomacy. The lectures will introduce students to the main theories and concepts in public diplomacy, while the seminars will examine PD practices and action in specific case studies</p>
Learning outcomes	<p>On successful completion of the course, students are expected to:</p> <ul style="list-style-type: none"> - demonstrate a knowledge of comparative public diplomacy analysis in terms of its origins, goals, concepts, and analytical tools; - demonstrate a knowledge of the external influences on and major trends affecting public diplomacy of the selected countries (the United States, Germany, Russia, etc.); - Seek out key information on public diplomacy in national settings. <p>Be able to:</p> <ul style="list-style-type: none"> - use Political Science methodology to analyze public diplomacy, - to draft recommendations on public diplomacy formulation; - evaluate outcomes of implementation of public diplomacy programs.
Planned learning	<ul style="list-style-type: none"> • Lectures

activities and teaching methods (for ex., lectures with a variety of examples and practice)	<ul style="list-style-type: none"> • Problem-based learning • Flipped classroom
Assessment methods and criteria	<ul style="list-style-type: none"> • Attendance and Class Participation (at least 18 out of 60 maximum score) • Oral Presentation (at least 20 out of 60 maximum score) • Written exam (2500 Word Essay) (at least 22 out of 40 maximum score).
Course literature (recommended or required)	<ul style="list-style-type: none"> - Routledge Handbook of Public Diplomacy. Ed. by. N. Snow. Routledge, 2008. - Cull N.J. Public Diplomacy: Foundations for Global Engagement in the Digital Age., Polity, 2019.

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