



Course Syllabus

1. Course Title:

International Protocol

2. Academic Level:

Bachelor

3. ECTS Credits:

5 ECTS

4. Semester:

7, 8 semester

5. School/Department:

Institute of Philology, Journalism and Cross-Cultural Communication

6. Location:

93 Universitetskiy Lane, Rostov-on-Don

7. Instructors:

Associate Prof. Marina Lesnyak, email: mvlesnyak@sfedu.ru

8. Language of Instruction:

English

9. Course Description:

This course was developed to increase awareness and understanding of the mechanics and practice of diplomatic relations in the modern world, by extension facilitating peaceful relations.

10. Course Aims:

Training of trainees in the field of advertising and public relations or international communication, capable of independently making professional decisions in the sphere of advertising and public relations; developing of skills to plan and conduct communication campaigns and events of the international level, taking into account the protocol norm, which corresponds to such general goals of the educational program as strengthening interethnic tolerance and creating a safe world.

11. Specific entry requirements (if any):

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12. Course content:

Module 1. Organization of protocol work
Module 2. International Protocol: Written Communication
Module 3. International Protocol: Oral Communication

13. Intended Learning Outcomes:

To understand: the principles of the modern international protocol norm, understand the goals and objectives of the international protocol;

To be able to: carry out written and oral communication in accordance with the international protocol, conduct international events under the protocol;

To apply: the principles of international ethics and etiquette, foreign language skills at a level sufficient to create high-quality media texts with taking into account the rules of international protocol practice;

To analyze and evaluate: oral and written professional texts in Russian and foreign language for personal purposes;

To create: different types of letters in accordance with the rules of business correspondence and international protocol;

To know: the basic rules for conducting a discussion in a foreign language;

To be able to: present orally the results of its activities in a foreign language;

To create: translations of official and professional texts for personal purposes.

14. Learning and Teaching Methods:

The course is adapted specifically to full-time professionals, students will learn by: absorbing (reading), doing (activities), interacting (socializing), and reflecting (relating to personal experience).

15. Methods of Assessment/Final assessment information:

oral questioning, round table, presentation, simulation exercise, test

16. Reading List:

1. Forni, P.M. Choosing Civility: The 25 Rules of Considerate Conduct. New York: St. Martin's Griffin Edition, October 2003. ISBN 0-312-28118-8.
2. Gilbert Monod de Froideville & Mark Verheul. An Expert's Guide to International Protocol, Amsterdam University Press, ISBN 978-94629810589.
3. McCaffree, Mary Jane, Pauline Innis, and Richard M. Sand, Esquire. Protocol: The Complete Handbook of Diplomatic, Official and Social Usage, 35th Anniversary Edition. Center for Protocol Red Book Studies, LLC April 2013. ISBN 978-1-935451-16-7. www.protocolredbook.com
4. Serres, Jean, Manuel Pratique de Protocol, Xle Edition, Editions de la Bièvre, 3 avenue Pasteur -92400 Courbevoie, France. ISBN 2-905955-03-111.
5. Serres, Jean, Practical Handbook of Protocol, 2010 Edition, Editions de la Bièvre, 3 avenue Pasteur -92400 Courbevoie, France. ISBN 978-2-905955-04-3