

# MINOR IN PUBLIC DIPLOMACY

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This minor will introduce students to the field of public diplomacy and its many strategic aspects, such as country image building and reputation, nation branding, corporate diplomacy, cultural diplomacy, sports diplomacy, media diplomacy, celebrity diplomacy, tourism diplomacy, etc. The minor aims to highlight the multidisciplinary approaches of how nations build their image, brand and reputation; how corporate social responsibility is used not only to engage with foreign publics, but also participate in a country's public diplomacy efforts; how sports are used to break diplomatic barriers; how pop culture celebrities, such as actors, musicians or athletes, are used to bring countries together; and how the future of public diplomacy is inextricably tied to the future of media.

The minor will prepare students interested in careers that require knowledge and application of global affairs, international relations and foreign policy, as well as cross-cultural understanding and communication, global strategic communication management, digital media, brand and reputation management, and project management.

Students wishing to minor in public diplomacy must complete 18 credits.

## Public Diplomacy Minor Curriculum

For students whose majors are **outside** Public Relations, required minor courses are:

Code	Title	Credits
ADPR 101	Principles of Public Relations	3
PO 211	Introduction to International Relations	3
ADPR 309	Public Diplomacy	3
ADPR 344	Global Strategic Communications Management	3
Select two elective courses from Advertising and Public Relations (ADPR), Legal Studies (LE), Media Studies (MSS) or Political Science (PO), from the electives list below.		6
<b>Total Credits</b>		<b>18</b>

For students whose majors are **within** Public Relations, required minor courses are:

Code	Title	Credits
PO 131	Introduction to American Government and Politics	3
PO 211	Introduction to International Relations	3
ADPR 309	Public Diplomacy	3
ADPR 344	Global Strategic Communications Management	3
Select two non Advertising and Public Relations (ADPR) elective courses from the electives list below.		6
<b>Total Credits</b>		<b>18</b>

Elective courses in Public Diplomacy are:

Code	Title	Credits
<b>Advertising and Public Relations (ADPR)</b>		
ADPR 311	Sports Public Relations (sps 311)	3
ADPR 320	Strategies for Social Media	3
ADPR 348	Public Rel Event Planning	3
ADPR 349	Media Relations	3
ADPR 410	Branding Strategies	3
<b>Legal Studies (LE)</b>		
LE 317	International Law	3
LE 318	Human Rights Law and Global Justice	3
LE 370	Negotiation	3
<b>Media Studies (MSS)</b>		
MSS 346	Global Communication	3
<b>Political Science (PO)</b>		
PO 209	Environmental Politics and Policy	3
PO 221	Introduction to Latin America	3
PO 245	Politics of Global Capitalism	3
PO 247	Actors and Processes in U.S. Foreign Policy	3
PO 313	Development, Globalization and Colonialism	3
PO 319	International Interventions	3
PO 325	Political Psychology and Public Opinion	3
PO 331	Topics in Comparative Government	3
PO 334	Politics and Governance in Africa	3