



COURSE SYLLABUS

1. Information about the programme

1.1 Higher Education Institution	Babeş-Bolyai University
1.2 Faculty	European Studies Faculty
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	MA
1.6 Programme of study/ Qualification	Cultural Diplomacy and International Relations International Communication

2. Information about the discipline

2.1 Module	Protocol and Diplomatic Communication						
2.2 Course holder	Lecturer Gabriel Gherasim PhD						
2.3 Seminar holder	Lecturer Gabriel Gherasim PhD						
2.4 Year of study	1	2.5 Semester	2	2.6. Type of assessment ¹	E.	2.7 Type of module ²	OB

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.1 of which for course	2	3.3 of which for seminar	1
3.4 Total no. of hours in the curriculum	42	3.5 of which for course	28	3.6 of which for seminar	14
Time distribution:					13
Study by using handbook, reader, bibliography and course notes					2
Additional library/specialised online research, field research					2
Preparation of seminars/laboratories, homework, projects, portfolios and essays					3
Tutoring					2
Examinations					1
Other activities:					
3.7 Total no. of hours for individual study	3				
3.8 Total no. of hours per semester	42				
3.9 No. of ETCS credit points	6				

4. Prerequisites (where applicable)

4.1 of curriculum	• none
4.2 of competencies	• none

5. Conditions (where applicable)

¹ E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

² OB - core module, OP - elective module, F - extracurricular module

5.1 For the development of the course	• none
5.2 For the development of the seminar/laboratory	• none

6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"> • Understanding the importance of protocol and its verbal and non-verbal characteristics in the field of diplomacy • Communication skills in various diplomatic occurrences • Strategic thinking in diplomacy
Interdisciplinary skills	<ul style="list-style-type: none"> • Meeting deadlines and carrying out tasks rigorously, efficiently and responsibly, by respecting the ethical principles of scientific research and correctly applying citation rules • Applying team building techniques; developing interpersonal communication, negotiation and diplomatic skills and taking on specific roles during team work on specific case studies

7. Course objectives (based on list of acquired skills)

7.1 General objective	The course explores both the formal and the integrative roles of protocol and communication in shaping the practices of global diplomacy. Understanding the various meanings of protocol and communication within diplomacy in general represents the fundamental goal of lecture and seminar activities.
7.2 Specific objectives	<ul style="list-style-type: none"> • familiarizing students with the meanings of protocol and communication in the field of diplomacy • understanding the most characteristic elements of the subtle connections between protocol and communication in diplomacy

8. Contents

8.1 Lecture & Seminar	Teaching methods	Observations
1. Introduction: protocol, communication and diplomacy.	Interactive lecture	
2. Fundamentals of diplomatic protocol.	Interactive lecture	
3. Protocol, etiquette, decorum.	Interactive lecture	
4. Protocol, precedence, ceremonials.	Interactive lecture	
5. Communication within diplomacy.	Interactive lecture	
6. Communication, public diplomacy and soft power.	Interactive lecture	
7. The concept of strategic communication.	Interactive lecture	
8. Diplomacy, communication and grand strategy.	Interactive lecture	
9. Case Studies in Protocol, Communication and Diplomacy.	Interactive lecture	
10. Case Studies in Protocol, Communication and Diplomacy.	Interactive lecture	
11. Case Studies in Protocol, Communication and Diplomacy.	Interactive lecture	
12. Case Studies in Protocol, Communication and Diplomacy.	Interactive lecture	
13. Case Studies in Protocol, Communication and Diplomacy.	Interactive lecture	
14. General Overview	Interactive lecture	

8.2 Bibliography:

Anderson, M.S., *The Rise of Modern Diplomacy 1450 -1919*, New York: Routledge, 2013.
 Balzacq, Thierry; Peter Dombrowski; Simon Reich (eds.), *Comparative Grand Strategy: A Framework and Cases*, New York: Oxford University Press, 2019.
 Berridge, G. R., *The Counter-Revolution in Diplomacy and Other Essays*, New York: Palgrave Macmillan, 2011.
 Constantinou, Costas M.; Pauline Kerr and Paul Sharp (eds.), *The SAGE Handbook of Diplomacy*, London: SAGE, 2016.
 French, Mary Mel, *United States Protocol: The Guide to Official Diplomatic Etiquette*, Lanham: Rowman & Littlefield, 2010.
 Gherasim, Gabriel C., *Fundamentals of Diplomatic Protocol*, in *Studia Europaea*, no. 2/2019, pp. 359-373.
 Holtzhausen, Derina; Ansgar Zerfass, *The Routledge Handbook of Strategic Communication*, New York: Routledge, 2015.
 Pamment, James; Karin Gwinn Wilkins (eds.), *Communicating National Image through Development and Diplomacy*, Palgrave Macmillan, 2018.
 Paul, Christopher, *Strategic Communication: Origins, Concepts, and Current Debates*, Santa Barbara: Praeger, 2011.
 Rana, Kishan S., *21st Century Diplomacy: A Practitioner’s Guide*, New York: Continuum, 2011.
 Wood, John R.; Jean Serres, *Diplomatic Ceremonial and Protocol: Principles, Procedures & Practices*, London: Palgrave Macmillan, 1970.

9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:

Understanding the profound interferences between diverse protocol arrangements and the art of diplomacy represents a fine instrument for the acquisition of refined communication skills. Therefore, the various agents involved in the field of diplomacy, international relations, corporations and multinational companies would benefit of these skills and talents.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Based on course lectures, the master students will understand the connections between protocol, communication and diplomacy.	Research paper	70%
10.5 Seminar	The students will present a research project which forms the groundwork of the final research paper to be handed in at the end of the semester.	Case studies in protocol, communication and diplomacy	30%
10.6 Minimum standard of performance			
Obtaining the minimal passing grade, 5.			

Date
20.02.2020

Course holder signature
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Seminar holder signature
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Date of departmental approval
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Head of department signature
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