

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 |
| Total Credits | | 18 |

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 |
| Total Credits | | 18 |

Elective courses in Public Diplomacy are:

| Code | Title | Credits |
|--|---|---------|
| Advertising and Public Relations (ADPR) | | |
| 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 |
| Legal Studies (LE) | | |
| LE 317 | International Law | 3 |
| LE 318 | Human Rights Law and Global Justice | 3 |
| LE 370 | Negotiation | 3 |
| Media Studies (MSS) | | |
| MSS 346 | Global Communication | 3 |
| Political Science (PO) | | |
| 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 |