

Call for Applications

Scholarship – Online Course in Public Diplomacy

The Policy Center for Roma & Minorities (www.policycenter.eu) and DiploFoundation (www.diplomacy.edu), supported by the Romanian Ministry of Foreign Affairs (<http://www.mae.ro/>) launch a call for applications for a scholarship in Public Diplomacy starting from February 2010.

The selected applicant will receive a scholarship covering full tuition to attend a 10-week online course in Public Diplomacy, run by DiploFoundation, a leading international provider of online training in diplomacy and international relations.

After completing the course, the selected candidate is offered a 2 months internship at Policy Center in collaboration with the Department of Public Diplomacy from the Romanian Ministry of Foreign Affairs. The candidate will work on a commonly agreed theme. We invite the applicants to submit suggestions in this respect as indicated in the “How to apply” section.

Description of the course

Public diplomacy is a “hot button” topic today - a decade back, even the term was known only to some specialists. Globalization, the resurgence in the methods of diplomacy, bilateral, regional and multilateral, and the telescoping of external and internal issues, and more than anything else the “democratization” of diplomacy has opened up the way in which governments and countries deal with one another in the international system. Ordinary people are more interested in foreign affairs than ever before, and want “open” diplomacy. Governments feel obliged to communicate with their publics, on objectives and the results achieved with the funds they receive. This course covers the goals and methods of public diplomacy (PD), outlining what it can and cannot do, with case studies.

By the end of the course, participants should be able to:

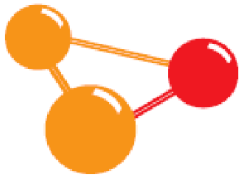
- define PD and its key features;
- describe the tasks and methods of PD, and provide examples;
- analyse different approaches to PD and identify realistic and workable tools and methods for different situations;
- plan strategies for country image-building activities, based on best practices;
- assess and evaluate the impact of PD programs.

Structure and Methodology

This course is conducted entirely online over a period of 10 weeks. Reading materials and tools for online interaction are provided through an online classroom. Each week, participants read the provided lecture text, adding questions, comments and references in the form of hypertext entries. Lecturers and other participants read and respond to these entries, creating interaction based on the lecture text. During the week, participants complete additional online activities (for example, further discussion via blogs or forums, quizzes, group tasks, simulations or short assignments). At the end of the week, participants and lecturers meet online in a chat room to discuss the week’s topic. To complete the course successfully, participants must also write one or two essay assignments and a final examination. Courses are based on a collaborative approach to learning, involving a high level of interaction.

For details, please consult <http://www.diplomacy.edu/Courses/Public.asp>

Attention! Please do not apply directly to DiploFoundation. In order to be considered for this scholarship you must follow the application instructions below.



Prerequisites

- Bachelor Degree in International Relations, Political Science or other related field;
- Excellent command of English;
- Access to a computer connected to the Internet, with Internet Explorer or Firefox web browser;
- A minimum of 8 hours per week available to dedicate to the course.
- Professional experience in diplomacy is a plus.

How to apply

Please submit the application documents enlisted below by **December 15, 2009** to raluca.negulescu@policycenter.eu

- American format CV (maximum 2 pages);
- Two recommendation letters – one from a professional and another from an academic, both of whom must be familiar with your abilities;
- One A4 page motivation letter explaining your relevant professional and educational background, the reasons for your interest in this course and why you feel you should be selected to participate in this course: how will this course benefit you and/or your institution;
- One A4 page action plan for the internship at Policy Center and Ministry of Foreign Affairs – area of concentration, identification of a particular issue and suggestions for practical actions addressing it via public diplomacy instruments.

Selection calendar

December 15, 2009	Application deadline
February 1, 2010	Short listed candidates will be contacted for interviews
February 2-5, 2010	Interviews with the short listed candidates
February 6, 2010	Announcement of final selection
February 22, 2010	Start of the Public Diplomacy Course

For further details, please contact:

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