MERCURY

Diplomacy and International Relations Course

4 – 8 January 2027
Zanzibar (Tanzania)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15387_1063487 **Date:** 4 – 8 January 2027 **Location:** Zanzibar (Tanzania) **Fees:** 5300 Euro

Introduction:

The role of a diplomat and the importance of diplomatic missions are undergoing significant transformations to reflect the evolving nature of diplomacy in a globalized world. Today, diplomatic missions engage with various organizations, ranging from international non-governmental organizations and activist groups to grassroots movements involved in citizen diplomacy, where individuals and small collectives advocate for specific interests.

Foreign service officers and diplomats are increasingly focusing on modern study areas, including scientific diplomacy, digital diplomacy, and, notably, soft power diplomacy and country branding. The field of Diplomacy and International Relations encompasses the rising significance of soft power, the burgeoning roles of scientific and defense diplomacy, and the advent of digital diplomacy as pivotal topics within the realm of international relations in a globalized economy, alongside more time-honored facets such as protocol, etiquette, and statecraft.

Targeted Groups for Masters in Diplomacy and International Relations:

This diplomacy and international relations training program is meticulously designed for individuals engaged in the foreign service, staff of diplomatic missions, and diplomacy scholars. It promises to be particularly enlightening to:

- Personnel serving at diplomatic missions abroad.
- Officials from the Ministry of Foreign Affairs and civil servants.
- Journalists specializing in foreign policy and diplomatic correspondents.
- Students of foreign policy and diplomacy, along with those aspiring for a career in the diplomatic service.

Course Objectives:

Upon the completion of this diplomacy and international relations course, participants will be adept in:

- Advocating for the national interest through avenues such as science and digital diplomacy and enhancing performance in English-language international diplomacy.
- Handling interviews conducted by and with foreign media.
- Orchestrating soft power initiatives at home and internationally to augment national branding.
- Manage interactions with NGOs and advocacy groups and influence organizations that influence diplomatic matters.

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Targeted Competencies:

At the end of this diplomacy and international relations program, participants' competencies will:

- Diplomatic Negotiation Skills.
- International Law Proficiency.
- Cultural Awareness and Sensitivity.
- Conflict Resolution Techniques.
- Strategic Communication.
- Policy Analysis and Development.
- Multilateral Diplomacy.
- Crisis Management.
- Political Risk Assessment.
- Diplomatic Protocol and Etiquette.

Benefits of Studying International Relations and Diplomacy:

Studying international relations and diplomacy empowers students and professionals with the knowledge and skills to navigate complex global interactions. It comprehensively explains the legal frameworks, economic systems, and political structures influencing global affairs.

Participants in this diplomacy and international relations training will gain insights into the significance of diplomatic relations, conflict resolution, and the strategies states and international organizations employ to foster cooperation and maintain international order.

Graduates of this program, such as the International Relations and Diplomacy Master's degree, are positioned for careers in governments, international institutions, non-profit organizations, and the private sector, where a deep appreciation of the global landscape is essential.

Course Outline:

Unit 1: Changing Landscape of International Diplomacy:

- Understanding the dynamic environment of global diplomacy.
- Exploring the synergy between acute, soft, and hard power.
- Investigating the link between a country's brand and its soft power.
- Considering the influence of diplomatic actions on a nation's standing.
- Acquiring insights for proficiently conducting diplomacy.

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Unit 2: Diplomatic Communication in English:

- Grasping the purpose of verbatim notes, memos, and memoranda.
- Protocols for articulating diplomatic communication in English.
- Tactfully addressing significant incidents between nations through memoranda.
- Refining the skill of drafting a verbal note or a memo in English.

Unit 3: Management of International Relations and Global Media:

- Roles of the embassy press office and departments of foreign affairs.
- Understanding the nuances of diplomatic exchanges in the media.
- Crafting press releases to elucidate foreign and domestic policies.
- Respond adeptly to press and media inquiries.
- Managing media interviews, both in-person and online.
- Aligning local media coverage with international relations and diplomatic practice principles.

Unit 4: Digital and Science Diplomacy in the Modern Era:

- Examining the role of science and digital diplomacy within diplomatic endeavors.
- Evaluating and promoting scientific diplomacy in academic and research institutions.
- Employing digital diplomacy to enhance your nation's image.
- Confronting the security challenges associated with digital diplomacy.
- Analyzing the implications of scientific and digital diplomacy initiatives.

Unit 5: The Power of International Reputation in Diplomacy:

- Impact of diplomacy on political and national reputation.
- Enhancement of tourism through strategic diplomatic efforts.
- Utilization of place branding for national benefits.
- Promotion of exports and foreign direct investment via diplomatic channels.
- Elevating national perception through defense diplomacy.