

The Public Diplomacy Program

The Public Diplomacy Program is a joint program of the Communication and Government schools, intended for leading students from all the schools at the IDC, in their last year, who wish to acquire a deep understanding of academic and practical tools to engage in diplomacy in the information age.

The program combines content from governance, communication, psychology and marketing, and provides students with a rich toolkit that will enable them to deal with a variety of challenges in the diplomatic and advocacy arenas; with emphasis on the understanding of the foundations of modern diplomacy and the activities of various organizations in the global arena, political and security dilemmas which are central in Israel and abroad, the role of public diplomacy, the media coverage of conflicts, the psychology of promoting messages to diverse audiences, nation branding and digital marketing.

In addition to the rich academic content, students are also exposed to a variety of **practical tools** dealing with content creation, messages promotion, and the shaping of public opinion in the digital age, through various workshops throughout the program.

Students will be given the opportunity to apply the tools they have acquired throughout the program, and to acquire practical experience through **a unique internship at Act.IL** – a joint project of the IDC and Israeli American Council, that engages in pro-Israeli network in an attempt to optimize content creation for target audiences. **The project's vision is** to create an online community that will act to promote a positive influence on the international public opinion towards the State of Israel via social media platforms. It wishes to moderate the impact of the BDS and other movements that call for the delegitimization of Israel. The students of the Public Diplomacy Program will work as interns in the project and will receive practical experience in the creation and distribution of digital content, working directly with organizations that are active on campuses, and more.

For their work as interns (in which the students will invest time and efforts beyond the academic courses) the students will **receive a scholarship** and **some will even be invited to join the project team and travel to missions in the United States**.

As part of the program, cooperation was established with the Abba Eban Institute for International Diplomacy, at the Lauder School of Government, Diplomacy and Strategy. The pro-active institute, led by Amb. Ron Prosor, strives to revolutionize Israel's foreign policy while strengthening its image on the world stage. In addition, the institute gives an innovative research perspective and hands on experience in the diplomatic world, while emphasizing the special relations between the US and Israel. The students of the program participate in a uniquely professional trip to the US, during which they engage and meet with senators, congressmen, diplomats at the UN and journalists at The New York Times - all in order to get to know, first-hand, the public and international diplomacy atmosphere in Israel-US relations.

The program is being taught in English (all the assignment within the framework of the program can be submitted in Hebrew or English), it is spread over one academic year. The list of courses is described below.

- Students, with a GPA of 85 or above are required to apply in order to join the program. The process of interviews and screening will be parallel to that of other special programs at the IDC.

Program courses are intended only for the program participants. Other students will not be allowed to register for one course (not even as a free listener).

Mandatory Courses

All program courses are only intended for the program participants. Other students will not be allowed to register for any of the courses (not even as a free listener).

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
Year-long Courses						
7550	Internship in Digital Public Diplomacy Mr. Yarden Ben Yosef	2		2		Practicum
7653	Workshops + Seminars	2		2		Workshops assignments
7674	Seminar: Public diplomacy during conflicts Dr. Moran Yarchi	3		6		Assignments
Fall Semester Courses						
7650	Digital Marketing and Audiences Dr. Gali Einav	2		2		Assignments
Spring Semester Courses						
4805	U.S.& us: A Journey to the Keystone of Israel's Foreign Relations. Amb. Ron Prosor	1		1		Assignments
7681	War of narratives: Israel in the public Ms. Miri Eisin	1		1		Assignments
Total Credits				14		