

Educational component	Elective educational component 8.2 «Public diplomacy»
Level HE	First (bachelor) level
Name of specialty / educational-professional program	291 «International Relations, Public Communications and Regional Studies» / «International Relations»
Form of study	Full-time
Course, semester, duration	3 year, 6 semester, 5 credits
Semester control	Credit
Number of hours (total: including lectures / practical)	150 hours (10 lectures, 20 practical)
Language of instruction	English
Department that provides teaching	Department of International Relations and Regional Studies
Author of the Educational component	PhD in Economic Sciences, Associate Professor, Oksana Pikulyk
Brief description	
Requirements for the beginning of the study	Understanding the essence of international relations and diplomacy
What will be studied	Theoretical foundations of public diplomacy, basic principles and directions of public diplomacy; specifics of cultural diplomacy; modern economic diplomacy; features of digital diplomacy; practice of public diplomacy of the world; purpose and strategic goals of public diplomacy of Ukraine.
Why it is interesting / necessary to study	In the process of studying the discipline, knowledge of the basic tools and formats of modern public diplomacy is formed.
What you can learn (learning outcomes)	Understand the mechanisms of using public diplomacy to realize the national interests of the state; analyze and study the features of public diplomacy in the world.
How to use the acquired knowledge and skills (competencies)	Ability to analyze the role of public diplomacy in building the country's image abroad; use knowledge and analyze the practical experience of using the tools of cultural diplomacy as an important component of international activities of the state; understand the importance of using the tools of public diplomacy to promote the national interests of Ukraine.