



USC Center on Public Diplomacy

SUMMER INSTITUTE

ESTABLISHED IN 2006,
the CPD Summer Institute in Public Diplomacy is an
intensive two-week course that equips practitioners
to engage foreign audiences and improve the image
and impact of their country or organization in the world.



INNOVATIVE APPROACH

Offering a unique blend of classroom instruction, case studies and collaboration with colleagues from a variety of international backgrounds, the CPD Summer Institute covers the broad spectrum of public diplomacy tools – from the traditional areas of listening and advocacy to the newest forms, including digital diplomacy networks. Participants explore strategic planning, nation/place branding, “soft power,” diasporas, analytics/evaluation, and the role of various public diplomacy actors amongst other topics.

STRATEGIC LOCATION

CPD’s Summer Institute takes place at the University of Southern California in the “soft power” hub of Los Angeles – home to approximately 100 consulates and one of the world’s most renowned media capitals. USC offers the world’s only Master’s program in public diplomacy, and the USC Center on Public Diplomacy (CPD) has become the definitive go-to source for the study and practice of public diplomacy.

EXPERT FACULTY

CPD Summer Institute faculty members bring a truly diverse set of perspectives and expertise to the program. They include leading scholars and practitioners in the fields of public diplomacy, strategic communication and journalism from the University of Southern California as well as instructors from other academic institutions and organizations around the world.

Who Should Attend?

The CPD Summer Institute is designed for professionals in foreign affairs and defense ministries; non-governmental and multinational organizations; private-sector companies; universities and others working in this vital field. Graduates hail from international organizations including the African Union, the British Council, CENTCOM, ICANN, the European Union, the Korea Foundation, the United Nations and the World Bank as well as foreign ministries from several dozen countries.

Benefits of Attending

Learn how to design effective and sophisticated public diplomacy strategies for a range of situations and actors; analyze and maximize the impact of digital, social technologies and globalization upon public diplomacy; utilize cutting-edge social science research in real-time public diplomacy practice; re-examine, evaluate and refine your own practices; build an international network of colleagues.



“The program provided for valuable networking while refreshing knowledge and broadening expertise in a creative environment.”

— *Media Communications Adviser, the United Nations Development Programme*

“Taught by experts at the forefront of the field and with a vast knowledge of the international arena, the seminar afforded me a whole new perspective on effective strategies to communicate, adapt and participate as a diplomat in a rapidly changing global environment.”

— *Deputy General Director for North America Ministry of Foreign Affairs of Mexico*

“For me, the Summer Institute was a time to step back from the quickly changing, rapid response world of media and international relations and reflect on strategy and bigger picture issues.”

— *U.S. Foreign Service*

Admission Requirements

Participants must hold an undergraduate degree from an accredited university or equivalent and have extensive experience in public diplomacy or a related field. Fluency in spoken and written English is essential, as a key benefit of the program is active participation in class discussions, presentations, and team projects.

CUSTOMIZED PROFESSIONAL EDUCATION

For information about CPD's specialized professional education opportunities which can be customized for individual organizations, please contact cpdevent@usc.edu or call us at 1-213-821-2078.





CPD

Your Source for Public Diplomacy

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