



### Policies and actions of EU Public Diplomacy

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This course will examine how in a interdependent and turbulent world, the EU tries internally (inside the Union) and externally (outside the Union) to project a clear vision of what the EU stands for and seeks to achieve in the world, through cooperation with state and non-state partners on issues of regional and global significance, study exchanges, alumni networks and youth initiatives and multibillion programs such as [Erasmus+](#) and [Horizon 2020](#).

In addition, it will also focus on the role of the European External Action Service (EEAS). The rationale for this particular focus lies in the confluence of the institutional changes within the EU following the entry into force of the Lisbon Treaty on 1 December 2009, which has placed the EEAS as a core facilitator at the heart of the EU's external relations. In so doing, it will examine the meaning and development of public diplomacy at EU level, before and after the Treaty of Lisbon, with particular emphasis on the role and functions of the High Representative, the EU delegations, the EU special representatives, the EU's international politics and global strategy (promotion of human rights, trade, development and humanitarian aid and working with multilateral organizations), which are at the coalface in terms of the Union's external public diplomacy.

Class and learning activities will be lectures, group-work, class presentations, literature study and written assignments. Guest speakers will also offer their perspective on EUPD and the issues discussed in class. The total workload in terms of hours will be **300**, with **29.5** hours devoted to lectures/teaching, **150** hours to the preparation and presentation of exercises and the study of the compulsory and optional literature, and **110** hours to the preparation and submission of working assignments/essays.

This course, the first to be taught in a Greek university at undergraduate level, will be optional and open to both pathways of the undergraduate program of the School, as well as to the students of the School of Political Science of the Faculty and the Department of European Studies (University of Macedonia). In the context of the School's Memorandum of Cooperation local and national media outlets, attendance will also be open to journalists of Thessaloniki, the wider region of Macedonia and other regions of Greece.