



RELACIONES EXTERIORES

SECRETARÍA DE RELACIONES EXTERIORES



**INSTITUTO
MATÍAS
ROMERO**

Ciudad de México, a 24 de enero de 2023

"2023, Año de Francisco Villa, El Revolucionario del Pueblo"

LA SECRETARÍA DE RELACIONES EXTERIORES

POR MEDIO DEL INSTITUTO MATÍAS ROMERO

CONVOCA

AL CURSO EN LÍNEA

PUBLIC DIPLOMACY

QUE IMPARTIRÁ DIPLOFOUNDATION

DEL 20 DE FEBRERO AL 28 DE ABRIL DE 2023

(102 horas)

Este curso a distancia requiere comprometer diez horas de estudio a la semana. Las actividades de aprendizaje y de evaluación que las personas que participan deberán llevar a cabo se describen en el temario que aparece más abajo, en el inciso "Metodología" (*Methodology*).

Las personas participantes podrán solicitar la asistencia de quienes estén a cargo de la tutoría y el apoyo técnico de DiploFoundation.

a) REQUISITOS DE ADMISIÓN

- Buen desempeño en programas previos del IMR (no se aceptarán candidaturas de personas que tengan calificaciones reprobatorias en el último año) [*]
- Inscripción exclusiva en este curso (no se aceptarán candidaturas de personas que estén cursando otro programa del IMR de manera simultánea, excepto los cursos de idiomas)
- Dominio del idioma inglés.
- Acceso a una computadora con conexión a Internet
 - Sistema operativo: Windows XP, Vista, Windows 7 o superior, MacOS 10 o superior
 - Hardware: 2 GB o más de RAM





- Software:
 - [Adobe Acrobat Reader](#)
 - Microsoft Office, [Open Office](#) o [LibreOffice](#)
- Navegadores: Google Chrome (de preferencia), Internet Explorer 10 o superior, Microsoft Edge; Firefox
- JavaScript, Cookies y Pop-ups (elementos emergentes) deben estar habilitados
- Acceso a un dispositivo con acceso a Internet, iOS o Android

b) PASOS A SEGUIR PARA SOLICITAR LA ADMISIÓN AL CURSO

b.1) Registro en línea de la solicitud

Realizar el registro de su solicitud de inscripción en el formulario en línea. Para ingresar a él, haga clic [aquí](#) o copie y pegue la siguiente dirección electrónica en su navegador Google Chrome: <https://re.sre.gob.mx/registroimr/>

- Capture los datos que se solicitan en cada una de las secciones del formulario (Utilice la tecla <Tabulador> para desplazarse de un campo a otro del formulario).
- Escriba su **nombre completo**, tal como aparece en su pasaporte, empleando **mayúsculas y minúsculas**. En caso de tener algún problema para ingresar su nombre completo, utilice el campo Observaciones describiendo brevemente la problemática y nosotros haremos los cambios necesarios.
- Ingrese cuidadosamente su CURP. Recuerde que esa clave constituye el número de matrícula de cada participante. Si no cuenta con ella o no la recuerda, puede obtenerla en: <http://consultas.curp.gob.mx/CurpSP/>. A quienes no sean de nacionalidad mexicana y, por lo tanto, no cuenten con la CURP, se les asignará un número de matrícula interno).
- Haga clic en <Enviar> y espere hasta que se despliegue el mensaje: ¡REGISTRO EXITOSO!
- Haga clic en <Aceptar> para ver la confirmación de su registro y guarde el comprobante para futura referencia. Dicho comprobante contiene un **número de registro alfanumérico de 16 dígitos**, el cual será necesario para realizar el siguiente paso.
- Si durante el proceso se generara un error, capture la pantalla con ese mensaje, guárdela y póngase en contacto con nosotros al correo jhuertal@sre.gob.mx

b.2) Envío del correo autorización/compromiso

Una vez realizado el registro en línea, favor de enviar un correo electrónico a la siguiente dirección: jhuertal@sre.gob.mx con copia visible a la persona titular





inmediata, en el cual se haga constar que cuenta con la autorización correspondiente. Para tal efecto, realizar lo siguiente:

- **Copie y pegue** todo el texto del formato adjunto “Correo autorización/compromiso” en un mensaje nuevo.
- Complete la información de los campos resaltados en amarillo, **sin** modificar el texto.
- **No olvide escribir el número de registro que le arrojó el formulario en el paso anterior.**
- Anote su nombre completo y el título del curso en el asunto del mensaje.
- Se considerará completa la solicitud de inscripción con el envío del correo electrónico, marcando copia a su jefa/e inmediata/o.
- **Le solicitamos atentamente NO marcar copia al correo oficial del Instituto Matías Romero.**

Consulte el “Aviso de privacidad” [aquí](#)

b) CRITERIOS DE SELECCIÓN

Para este curso se tienen considerados hasta **6 (seis)** espacios disponibles. En caso de que el número de solicitudes entregadas a tiempo y en forma fuera mayor, el IMR aplicará los siguientes criterios para seleccionar a quienes participarán:

1. Desempeño de tareas vinculadas con el tema del curso
2. Pertenencia al Servicio Exterior Mexicano
3. Expediente (se dará prioridad a las candidaturas de personas que no hayan tenido calificaciones reprobatorias en los cursos del IMR)
4. Equidad en adscripciones (se pondrá un límite al número de personas participantes de una misma representación)
5. Equidad de oportunidades (se dará prioridad a las candidaturas de quienes hayan participado en menos de tres cursos del IMR)
6. Interés reiterado en participar en este programa en línea (se dará prioridad a las personas solicitantes cuyas candidaturas hayan sido rechazadas en imparticiones previas de este programa, si cumplen los criterios anteriores)

En caso de igualdad de condiciones, y como criterios adicionales, se considerará el orden de llegada de las solicitudes.

Conforme a sus posibilidades, el IMR podrá decidir ampliar el número de lugares disponibles, para permitir la participación de un mayor número de solicitantes idóneas(os).



c) CALENDARIO

- Publicación de la convocatoria: **martes 24 de enero de 2023**
- Fecha límite de recepción de solicitudes: **jueves 9 de febrero de 2023, a las 13:00 hrs (hora del centro del país)**
- Publicación de la lista de personas aceptadas: **jueves 16 de febrero de 2023**
- Fecha de inicio del curso: **lunes 20 de febrero de 2023**
- Fecha de clausura del curso: **viernes 28 de abril de 2023**
- **En este programa no hay periodo de bajas voluntarias**

Todas las personas que aprueben este programa de estudio recibirán una constancia de participación que se expedirá única y exclusivamente con propósitos curriculares, para su desarrollo personal y profesional.

[*] El periodo de un año de espera para quien repruebe un curso se cuenta a partir de la fecha de término del mismo.

[**] Solamente se tomarán en cuenta las candidaturas de quienes completen su registro en línea en el formulario del Campus Virtual del IMR y envíen a la dirección indicada un correo que cumpla las características descritas en esta convocatoria y en el documento anexo.

PUBLIC DIPLOMACY

Public diplomacy is a hot topic today, yet only a decade ago, it was a very specialized term.

There is a new transparency in the interactions between governments and countries in the international system, influenced by such factors as the democratization of diplomacy, globalization, the resurgence of methods of bilateral, regional and multilateral diplomacy, and the spotlight on external and internal issues. With more public interest in foreign affairs than ever before, ordinary people are demanding open diplomacy. Governments are obliged to respond with public information about the spending of the funds they receive and the results that they achieve. This course covers the goals and methods of public diplomacy, outlining what it can and cannot do, with case studies.

By the end of the course, participants should be able to:

- Define public diplomacy and its key features.
- Describe the tasks and methods of public diplomacy and provide examples.
- Analyze different approaches to public diplomacy and identify realistic and workable tools and methods for different situations.
- Plan strategies for country image-building activities, based on best practices.
- Assess and evaluate the impact of public diplomacy programmes.



Course outline

Public diplomacy – concepts and methods: the role of public diplomacy, the different definitions of public diplomacy, and why we study this subject. What are the methods of public diplomacy, and what structures are best suited for its practice?

Public diplomacy in building bilateral relations: we examine the role of public diplomacy in bilateral relationship building, and its potential in relation to the other aspects of diplomacy. What are the best practices in this area? What kind of a public diplomacy strategy is needed?

Building the national brand with public diplomacy: Image-building is a core issue in public diplomacy; the country has become a brand. What are the issues in this area, and the possibilities in using brand building as a means of improving the overall impact of states in their international dealings? What examples are available to us from the world around us?

The limitations of public diplomacy: public diplomacy cannot be seen as a panacea for all ills. Throwing money at propaganda, however sophisticated it may be, does not guarantee results, as the US has seen after 9/11. Public diplomacy involves listening to the public, whether abroad or at home. What other realistic limits does public diplomacy impose? How should public diplomacy be optimized?

Public diplomacy in the information age: as people become better informed through the Internet and 24-hour news services, they develop their own opinions about international events and are less inclined to accept official positions without question. At the same time, non-state actors like NGOs and the business sector are increasing their international activity and expertise. This lecture explores how traditional approaches and methods in public diplomacy can be modernized, including through use of new developments in information and communications technologies.

Public diplomacy in international organizations: supra- and international organizations are devoting increasing resources to public diplomacy activities. This lecture looks at the aims of public diplomacy in selected organizations including the United Nations, NATO, and the EU, and assesses the specific challenges arising from the need to satisfy member states of the organization yet project an informative and persuasive image outside.

Public diplomacy in the postmodern world: the USA invented the term “public diplomacy” and spends billions annually on public diplomacy activities. They use public diplomacy to promote not only policies and product but values and a way of life. Yet anti-Americanism is widespread. Is this hostility to the message or the messenger? This lecture looks at the message and the reactions, including the Obama



effect, with a view to identifying challenges both for the US and for states which need to interact with them.

Measuring impact: measuring the success of concepts like public diplomacy is notoriously difficult. But foreign ministries should be regularly reviewing their strategies, messages, targets, and partners and adjusting them as appropriate. How can they evaluate the effectiveness of their strategies and track influence?

Methodology

The Public Diplomacy online course is based on a collaborative learning approach, involving a high level of interaction over a period of 10 weeks. Reading materials and the necessary tools for online interaction are provided in a virtual classroom.

Each week, participants study and discuss course materials and complete additional online activities. At the end of the week, participants and lecturers meet to discuss the topic of the week. For successful completion, this course requires a minimum of 5 to 7 hours of study time per week.

Participants who successfully complete a certificate course receive a certificate issued by Diplo which can be printed. Participants who successfully complete an accredited course will receive 9 ECTS credits from the University of Malta.

Lecturer(s)

Rodrigo Márquez Lartigue

Mexican diplomat

Mr Rodrigo Márquez Lartigue is a Mexican diplomat with extensive experience in consular affairs and public diplomacy in the USA. He currently works for the Ministry of Trade in Mexico City.

Márquez Lartigue previously worked in the Asia-Pacific, North American Affairs, and Consular Protection offices at the Mexican Ministry of Foreign Affairs, and was engaged overseas at the Mexican consulates in Boston and Saint Paul in the USA.

He graduated from the Ibero-American University with a BA in International Affairs, and obtained several master's degrees: from Ohio University (MA International Affairs / Southeast Asia Studies), the Matías Romero Institute (MA in Diplomatic Studies), and the Fletcher School of Law and Diplomacy at Tufts University (Global Master of Arts Program).

Márquez Lartigue is an instructor at the Pan-American University in Mexico City and has a blog about consular and public diplomacy.

Mrs Liz Galvez

Former Senior British Diplomat

Mrs Liz Galvez was a senior diplomat with the UK Foreign and Commonwealth Office, taking early retirement in 2006 with the rank of Counsellor. During her 33 year career, she served in a



wide range of diplomatic jobs in London and several overseas postings, including Finland, Central America and Romania, and 12 years in multilateral diplomacy: UN Geneva, OSCE Vienna (1989-1993) and UN New York (2003-6). She was seconded to the Romanian Ministry of Foreign Affairs in 2001-2002 as adviser to the Foreign Minister on OSCE Chairmanship and NATO accession issues, institutional reform, and diplomatic training. She returned to Romania in 2006 to set up and manage the Aspen Institute Romania until 2009. She has been a course lecturer with DiploFoundation since 2009, providing training in public diplomacy and multilateral negotiating skills, including a programme for the Asia-Europe Foundation for diplomats from European and Asian countries, and a dissertation supervisor for DiploFoundation/University of Malta Master in Contemporary Diplomacy students. She has run workshops on public diplomacy for the Foreign Ministry of Bahrain; the Foreign Ministry and Parliamentary staffers in South Africa; and the Diplomatic Academy of Armenia. In addition, she has co-facilitated a workshop on Conflict Resolution in Bahrain for Diplomatic Heads of Mission and given a short training programme in Geneva on Diplomatic Reporting in the Internet Era for diplomatic officers from several states. She has run training programmes on negotiating skills for the Foreign Ministry of Bahrain, and at the Italian School of National Administration for Italian new entrant diplomats, and on Diplomatic English writing and speaking skills for the Foreign Ministry of the Republic of Moldova. She speaks operational Spanish, Romanian, and French. She has a BA from the University of London in Latin and Spanish and an MSc degree from the University of London in Nationalism and Ethnic Conflict, and has recently completed the DiploFoundation course on Internet Governance.

Stacy Danika Alcantara-Garcia **Foreign Service Officer**

Stacy Danika Alcantara-Garcia is a diplomat with the Philippine Department of Foreign Affairs where she primarily focuses on public diplomacy and consular affairs on both foreign and home office assignments.

She served as a public diplomacy officer during her latest tour of duty as the third secretary and vice consul at the Philippine Embassy in London. Prior to that, she handled the Public and Media Affairs Division of the Department of Foreign Affairs Office of Public Diplomacy, where she also led the implementation of the Department's digital diplomacy strategy.

Stacy brings together her experiences from the media and private sector in her work as a public diplomacy practitioner. She is a guest lecturer and speaker at different organisations and institutions on journalism, public diplomacy, and cultural diplomacy.

