

TEACHING GUIDE

INTERNATIONAL AND COMPARATIVE PROTOCOL

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25

Date: 30-06-2024



I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	2 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>The aim of this subject is to provide to the student a general knowledge of the way that the international relations and societies work from the perspective of ceremonial and norms (written and non-written). Therefore the agents, as well as the functions of the different institutions that make up the principal international organizations and their specific protocol have to be taken in account. The realm of ceremonial has always been based on a series of social conventions and procedures, that acquired the character of law based on the tradition. In this matter, the subject will offer a theoretical and practical explanation of the protocol used in the world of social, political and cultural relations. It is expected that the students know and understand the structure of the forms of protocol that characterize the national and international institutions, and that the comparative perspective helps them to get a deeper insight in the use of protocol in the world of the international relations.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG5. Development of autonomous learning in the field of study CG6. Planning and organisation skills CG9. Ability to gather, evaluate and interpret information from different sources CG10. Decision-making and problem-solving skills CG11. Ability to work in an international context CG14. Critical-thinking and self-criticism skills CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people</p>
<p>Specific competences</p> <p>CE1. Knowledge, implementation and use of techniques specific to protocol for all types of functions, and of the staging of institutional and business ceremonies, on an national and international level CE2. Knowledge of institutional and business protocol techniques, of the rules and practices, of the procedural strategies for the organisation of all types of functions, ceremonies and events CE6. Planning, structure and management of a protocol department for the organisation of ceremonies and all types of functions and events CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event CE11. Knowledge of the professional and business environment related to the practice of the profession CE20. Determine the logistic and organisational structure of an event. Ability to organise and coordinate teams CE21. Design, organisation and planning of events, as well as their integral execution CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations</p>



IV.-Contents

IV.A.-Syllabus

Presentation

1. Introduction to the International and Diplomatic Protocols
2. The Protocol in the International Organizations (United Nations, European Union, NATO)
3. Appropriate terminology
4. Comparative protocols. The official protocols and the social, political and cultural traditions of the different regions of the world
5. The protocol in international negotiations
6. The importance of interculturality in the protocol in the context of globalization

IV.B.-Training activities

Type	Title
Reading	Reading of texts and essays
Workgroups	Debates, round-table discussions, and other group activities



V.-Student workload		
Lecture classes	35	
Practical classes/resolution of exercises, case studies, etc.	20	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	5	
Academic tutorials	30	
Related activities: conferences, seminars, etc.	18	
Preparation of lecture classes	20	
Preparation of practices, exercises, cases studies work	27	
Test preparation	25	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 1	Presentation of the subject and the teaching guide
Master classes	Week 1 to Week 12	Theoretical lectures related to the contents of the subject. The theoretical lectures will have a practical part In order to increase the engagement of the students
Week 1 to Week 14	Practical cases related to the subject	Group work
Week 2 to Week 12	Development of the workgroup of contents related to the subject that the professor will propose during the first weeks of the subject	Academic Tutorials
Week 1 to Week 14	The academic tutoring are welcomed from the first week. The students will be able to solve doubts that might not be sorted out in class, as well as to provide further lectures and guidelines for the correct development of the learning-teaching process	Tests
Week 16 to Week 16	Assessment on the day establish by the University	Group work



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

1. **Written assessment** (SE1), 40% of the overall grade. This activity can be taken again (actividad re-evaluable). It is a written assessment, or exam test questions, and /or short questions, and/or long questions to develop. This aspect will be specified by the professor at the beginning of the subject. Moreover, at the beginning of the subject the professor will also make clear if it is necessary to get a minimum grade (5 over 10) to pass the subject.
 2. **Workgroup** (SE4 and SE5), 35% of the overall grade. This activity cannot be taken again (actividad no re-evaluable). A **written workgroup** (25%) that will be **presented in class** (10%)
 3. **Practices, individual or collective seminars** (SE5 and SE6), 15% of the overall grade. This activity can be taken again (actividad re-evaluable). This assessable activity will be specified by the professor at the beginning of the subject.
 4. **Active engagement in class** (SE8), 10% of the overall grade. This activity cannot be taken again (actividad no re-evaluable). It will be positively taken into account the attendance and active engagement in class.
- The overall or partial plagiarism (above 20%) of the practices or the workgroup will be penalized with failure (suspense) in the call in which it takes place

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

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Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.-Bibliography

Referecence Generic

Ambassador Mary Mel French, *United States Protocol. The guide to official diplomatic etiquette*, Rowman & Littlefield Publishers, 2010.

Chavarri del Rivero, T., *Protocolo Internacional. Tratado de ceremonial diplomatico*, Madrid, Ediciones Protocolo, 2003.

Dresser, N. *Multicultural Manners. Essential Rules of Etiquette for the 21st Century*, John Wiley & Sons, 2005.

Fernandez Souto, A. B., *Relaciones publicas en nuestros dias. La interaccion personal y el protocolo en el ambito internacional*, Torculo ediciones, 2009

Llamazares Garcia Lomas, O., *Protocolo empresarial internacional*, Global Marketing Strategies, 2014.

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Noonan, James C. *The Church Visible: The Ceremonial Life and Protocol of the Roman Catholic Church*, Sterling Ethos, 2012.

Panizo Alonso, Julio M. *Protocolo y ceremonial diplomatico e internacional*, Madrid, Sintesis, 2018.

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Somavilla Rodríguez, Enrique: "Protocolo, historia y desarrollo de las Iglesias Ortodoxas", *Estudios Institucionales*. Vol. 3/4, 2016, pp. 167-216.

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Urbina, José Antonio: *El gran libro el protocolo*, Madrid, Temas de Hoy, 2001.

Vendrel y Ventaïol, *Los símbolos de distinción y el protocolo en las Instituciones de la Comunidad Europea, en el Consejo de Europa y la OTAN*, Madrid, Ministerio de Asuntos Exteriores.

Vilarrubias, Felio A., *Tratado de Protocolo. Reino de Espana, organismos internacionales, corporaciones e instituciones publicas y privadas*, Madrid, Ediciones Nobel, 2019.

Wood, John R.; Serres, Jean. *Diplomatic Ceremonial and Protocol. Principles, procedures & practices*, Londres, MacMillan and Co, 1970.

Zhou, J. & Zhang, G. (eds.) *A Study of Diplomatic Protocol and Etiquette: From Theory to Practice*, Springer, 2022.

Besides the handbook in protocol of the NATO, available at: <https://www.un.org/dgacm/en/content/protocol/manual-of-protocol>

Reference literature

IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor's name	KOLDO TRAPAGA MONCHET
E-mail address	koldo.trapaga@urjc.es
Department/field	Artes y Humanidades
Category	Titular de Universidad
Academic qualifications	Doctor
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico



Nº of Quinquenios	1
Nº of Sexenio	1
Nº period for technology transfer	0
Stretch Docentia	2