

BDA courses in **Diplomatic Law,  
Diplomatic Protocol and Etiquette**  
and **Country, Region and City Branding**  
14 evening sessions in **February and March 2021**  
**Applications accepted from 4-29 January**

## Diplomatic Law

Our Diplomatic Law course, which does not require previous studies in Law, is provided across five sessions in February and March. Taught by lawyers and diplomats it covers both classic diplomatic law as well as other legal matters related to individuals, missions and diplomatic duties. Successful completion of the exam in June results in the awarding of a Postgraduate certificate in the subject issued by the VUB.

## Diplomatic Protocol and Etiquette

This course, held across seven sessions in February and March, provides participants with an understanding of diplomatic protocol and its implementation in various institutions as well as the general practice of instruments of diplomatic communication and of the formal aspects of the organization of events. It is ideal both for those who attend formal events as well as those who organise them. Successful completion of the exam in June results in the awarding of a Postgraduate certificate in the subject issued by the VUB.

## Country, Region and City Branding

This course acquaints participants with detailed knowledge of current practice in the field of country, region and city branding. It combines the most important and useful concepts from both academic theory and real world practice in country, region and city branding. Successful completion of a research paper results in the awarding of a Postgraduate certificate in the subject issued by the VUB.

## Class times

Classes take place from 18.30-21.30 on **weekdays** or 9.30-12.30 on **Saturday mornings**. As things stand classes will take place online, with a return to in person teaching on VUB Etterbeek campus when Covid-19 conditions allow. Classes in person will also be streamed.

## Cost

Each course costs 300 Euros. There is a one-off application fee of 200 Euros to join the study programme.

For further information about these or any other courses at the Brussels Diplomatic Academy, contact Cailin Mackenzie at [cailin.mackenzie@vub.be](mailto:cailin.mackenzie@vub.be) or on 0473 458 069 or visit the [BDA clusters and tailor-made courses page](#).