



## POSTGRADUATE PROGRAMME IN STRATEGIC COMMUNICATIONS

2024/2025

# Symposium Institute for Strategic Communications

Symposium is the leading global institute for Strategic Communications, focusing on its geopolitical dimensions. It brings together a team of scholars, policymakers, and media practitioners to champion rigour, innovation, and community in three interconnected areas: **education; research; and public engagement.**

Symposium is committed to educating a new generation of thinkers and doers in Strategic Communications. We achieve this by investing our teaching with the results of our own cutting-edge researchers.

Symposium works with government and civil society Strategic Communicators who face the most challenging problems across the world. And we do this in a holistic, ethical, and sustainable way. But above all, we seek to demonstrate that through more innovative and far-sighted communications, a better politics and geopolitics can be brought to benefit our societies.



# From Dr Neville Bolt, Director of Sympodium Institute

We are living in turbulent times. The strains on the international community of sovereign states and the rules-based-order seem unprecedented. Threats and vulnerabilities appear to grow daily. And world leaders and their citizens have never been in greater need of clear insight filtered through Strategic Communications as the critical way of navigating and mitigating this climate of unrest.

Sympodium's education programme is the first gold-standard, international study programme aimed at Strategic Communications professionals.

Sympodium's education programme seamlessly blends theory, concepts, and praxis at a postgraduate level of study. It is offered by a world-class team of academic and practitioner lecturers and tutors. Most of these same experts will be familiar to our graduate-alumni coming from governments and who have studied with our team in recent years. Sympodium's new programme builds on their success while extending its thematic offerings to a more global remit.

Our 9 courses in the programme have been carefully shaped to create a rich mosaic, enabling students to understand better how today's geopolitics, geoeconomics, and geoecology converge. And how Strategic Communicators must now build their knowledge and skills on this more sophisticated level of engagement if they are to be equipped to face the threats and vulnerabilities of our age.



# Postgraduate Programme

## Description

The gold-standard Postgraduate Certificate in Strategic Communications is an advanced programme for professionals, taught in concentrated study periods. Our qualification is recognised and accredited across the European Union under the Bologna Agreement. It targets those who wish to acquire rich knowledge and innovative skills while developing strong professional and friendship networks among fellow practitioners globally. Meanwhile, it is shaped to fit the busy working lives of professionals.

Our 2024-2025 student cohort numbered 51 professionals from 11 countries. These students were supported by a generous scholarship scheme of the UK Foreign, Commonwealth & Development Office, and by studentships from NATO.

## Structure

**Programme I includes 9 courses with 180 hours of teaching (subject to confirmation):**

- ♦ Strategic Communications: Theory, Concepts, and Practice
- ♦ Target Audience Analysis & Measurement of Effect
- ♦ Authoritarian Playbook
- ♦ Gaming Strategic Communications
- ♦ Truth and Lies in the Modern World
- ♦ Emotions, Memory, & Identity
- ♦ The Indo-Pacific: A Strategic Communications Theatre
- ♦ Influence & Behavioural Change
- ♦ Strategic Communications & AI



# Postgraduate Programme

## Programme Details

This is a hybrid programme that combines online and in-person teaching:

- ♦ 18 weeks of online teaching: the anticipated study commitment is one synchronous (live) session, and one asynchronous session, each of 3 hours per week.
- ♦ One week of intensive group study in-person teaching conducted in a European city (TBC), of 8 hours per day for 5 days.

### Eligibility

To be eligible for the Programme, candidates must have attained their Bachelor's degree with high academic achievement or must have completed the qualification by the commencement date of the Programme.

### Fees

Student fees are £10,000, exclusive of travel and accommodation expenses for the on-site study week.

### Applications

For details on the application process, please visit our website:

[www.symphodium.net](http://www.symphodium.net)



# Bespoke Programmes

## Programme 2

## Description

The gold-standard International Certificate in Strategic Communications is an advanced programme for communications and policy professional, taught in concentrated study periods. This programme is designed to meet the more focused requirements of governments who wish to shape condensed study periods for specific groups. As ever, it is sensitive to the busy working lives of professionals.

## Structure

**Programme 2 includes 10 elements with 30 hours of teaching (subject to confirmation):**

- ♦ Strategic Communications: Theory, Concepts, and Practice
- ♦ Strategic Communications & Hybrid Warfare
- ♦ Target Audience Analysis & Measurement of Effect
- ♦ Global Discourses & Competing Ideologies
- ♦ Gaming Strategic Communications
- ♦ Truth and Lies in the Modern World
- ♦ Emotions, Memory, & Identity
- ♦ The Indo-Pacific: A Strategic Communications Theatre
- ♦ Influence & Behavioural Change
- ♦ Strategic Communications & AI

## Fees

Fees are available upon applicaiton.



# Testimonials

## Postgraduate Programme in Strategic Communications

"This programme gave me so much more than expected: not just knowledge in communications, but deep insights into AI-tools, geopolitics, behavioural change - and most importantly, a global network of brilliant, like-minded people who've become amazing friends."

**- Iryna (Ukraine), Current Cohort 2024/2025**

"Joining the Symposium programme gave me a helicopter view, not just on Strategic Communications, but on my work as a whole. It helped me connect the dots between what I have done, what I do every day and the wider global context we're all a part of."

"One of the most valuable things I've taken from this experience is the people. Talking to great individuals from different countries really broadens your perspective."

**-Vadim (Moldova), Current Cohort, 2024/2025**

"This is a great opportunity for professionals to gain a comprehensive understanding of what Strategic Communications is and to network with other professionals, both in this cohort and alumni of the Programme."

**Narmin (Azerbaijan), Alumni Cohort, 2023-2024**





# Testimonials

“This programme gave me the frameworks and deeper understanding to take that next step: turning research into strategy – to shift perceptions, influence behaviour and build shared valued and spaces.”

**- Tetyana (Ukraine), Current Cohort, 2024/2025**

“There is always space to learn, and that encourages you to do good, to do better.”

**Laura (Moldova), Alumni Cohort, 2023-2024**

“Grateful and proud to have been part of an international network of Strategic Communicators through the Symposium Alumni event in Riga. It was an incredible opportunity to reconnect with brilliant minds in the communications field and exchange ideas on the evolving role of Strategic Communications in today’s world.”

**– Mariam (Georgia), Alumni Cohort, 2023/2024**

“You learn from prominent experts – both theorists and practitioners – and not only from the UK, but also from other countries such as Japan.”

**Narine (Armenia), Alumni Cohort, 2023-24**





# Testimonials

## Symposium's Philippines Programme 2025

"It was an honor to have worked with you on this project. I have heard nothing but kind words from all the participants from various agencies of the PH defense and security sector. **The program, undoubtedly, was a tremendous success** since it really drove the point about what strategic communications is all about, its various facets, and how we can use stratcomms to achieve our objectives and goals."

- Assistant Director General at the Philippines National Security Council (NSC)

## Symposium's Japan Programme 2025

"I truly appreciated the valuable opportunity to engage in discussions with leading experts from around the world." (Alumni Cohort, 2025)

"These lectures delved deeply into the foundations of communication, exploring how truth and lies shape the very possibility of meaningful interaction." (Alumni Cohort, 2025)



# Contact Us

## Our Offices

### LONDON

Sympodium C.I.C.  
22 Manchester Square,  
London, W1U 3PT

### RIGA

Sympodium Institute for Strategic Communications  
Aleksandra Caka iela 105-8, Riga, LV-1011

## Contact Information

Email us at: **[students@sympodium.net](mailto:students@sympodium.net)**

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