

The Postgraduate certificate of Specialist in Strategic Communication, Hybrid Threats and Security is a pioneering bilingual programme that aims to provide the knowledge and skills necessary to understand, analyse and respond to hybrid threats from the perspective of communication and security studies.

As a main objective, the Specialist aims to develop career profiles with the knowledge and skills required for the multidimensional analysis of these threats, the detection of hybrid influencing campaigns, and the planning of effective responses –developing intelligence and strategic communication competences is key for responding to hybrid activities.

The teaching methodology combines lectures, case studies, group discussions, active learning through simulations/gaming, and visits to institutions. These in-class activities are complementary with the students' work through the reading of relevant literature and the elaboration of written assignments, including a supervised dissertation.

### Postgraduate Certificate

SPECIALIST IN STRATEGIC COMMUNICATION, HYBRID THREATS AND SECURITY

Total fees for the programme: €3,000  
(2019-2020 academic year)

Pre-enrolment application fee: €250

This fee is included in the total fees for the programme; this fee is refundable if the application is rejected; if the candidate is admitted in the programme and does not complete the enrolment, the pre-enrolment application fee will not be refunded.

The beginning of the program is conditioned to a minimum number of enrolled students.

### INFORMATION, APPLICATION AND ENROLMENT

Certificates and Continuing Education

Phone: 91 488 70 40

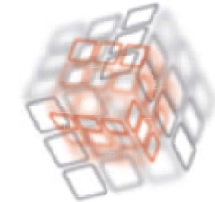
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## STRATCOMHYBRID

Specialist in Strategic Communication,  
Hybrid Threats and Security

POSTGRADUATE COURSE

New

ACADEMIC YEAR 2019 / 2020

Partners:



Universidad  
Rey Juan Carlos



Hybrid CoE



IntelHub



Jane's  
By IHS Markit

The programme is aimed at journalism professionals, communication professionals in companies and public institutions, practitioners in law enforcement agencies and security services, Armed Forces, personnel of the public administrations, regional and local administrations, employees in corporate security departments, consultancy, and providers of services related to cybersecurity or critical infrastructure protection, communication agencies, cabinets for analysis and studies at political parties, and applicants with undergraduates degrees in a social science or other related subject.

## STRUCTURE

### Module 1: Asymmetry, hybrid threats and security (30 hours)

This module aims to provide students with the knowledge and skills required to understand the current security environment and the main threats to peace, the stability of Western democracies and to the security of States and citizens

### Module 2: Digital Environment, Cyber defence and cybersecurity Policies (50 hours)

The cyberspace has become a new domain for the expression of power and conflict, for exerting coercion, the conduction of criminal activities and attacks to critical infrastructures, as well for conducting hostile influence operations by state and non-state actors pursuing different aims. Preventing, detecting and responding to cyberthreats is a security challenge for our democracies that requires multidimensional responses, where the development of awareness and education policies aimed at the civil society has become essential.

### Module 3: Propaganda, disinformation and deception (50 hours)

External interference on the electoral processes of our democracies and the erosion of trust in its institutions, are some of the most relevant challenges for our societies. Likewise, terrorist groups, criminal organizations, ideological and other kinds of extremism, as well as different hostile actors, make use of information and communication to achieve their goals, including (among others): violent radicalization, proselytism, and hostile influence.

### Module 4: Intelligence and strategic planning (50 hours)

From a perspective of intelligence applied to hybrid threats, the module provides knowledge and skills on intelligence analysis and production. The dissemination of analyses and assessments is aimed at informing decisions and facilitating the planning of responses. The module pays particular attention to open sources and social media intelligence

### Module 5: Communication strategy and tactics (50 hours)

The module aims to deliver understanding and training the student in the design, planning and development of strategic communication campaigns that can contribute effectively to counter hybrid threats

### Module 6: Workshops, simulations and games (40 hours)

From an active and experiential learning approach, the program includes the development of workshops, role-playing simulations, and war games. The module is complementary with the theoretical contents, masterclasses, and case studies

### Module 7: Scheduled visits (15 hours)

Scheduled visits to security and defence institutions and organizations related with the contents addressed in the programme.

### Module 8: Written dissertation (50 hours)

As part of the mandatory assessment activities for been awarded the postgraduate certificate of Specialist, the student will have to produce and present a supervised written assignment on a topic addressed during the program.

## DIRECTORS

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