



COGNITIVE WARFARE



THE **A**CADEMY

www.theacademy.university

COGNITIVE WARFARE

Advance your career in intelligence, defense, policy, corporate strategy, technology, media, marketing, and strategic communications with an *Executive Certificate in Cognitive Warfare*.

WHEN

Summer: June-August 2026
Fall: September 2026

DURATION

3 months (12 weeks)

TUITION & CREDIT

US \$7,650
(3 classes; 9 credits equivalent)

WHERE

Live Online via Zoom
(Twice per week, 2 hours)

FOR WHO

Professionals interested in:
Intelligence, Defense, Policy,
Media, Marketing, Corporate
Strategy, Technology, Strategic
Communication

In an age where wars are fought not just on land, sea, or cyberspace—but in the human mind—The Academy's Executive Certificate in Cognitive Warfare prepares professionals to lead at the frontiers of influence, perception, and decision-making. This groundbreaking program—offered exclusively at The Academy—integrates psychology, neuroscience, emerging technology, information operations, AI, and strategic communication to teach how ideas become weapons and narratives shape power. Students gain hands-on experience analyzing influence campaigns, countering disinformation, and designing cognitive strategies for national security, policy, and private-sector innovation. Graduates emerge ready to operate in intelligence, defense, tech, and strategic communications roles where understanding and shaping cognition is the ultimate advantage.

This program equips professionals with the analytical and strategic tools to understand, assess, and operate within the cognitive domain of competition. Students develop a rigorous understanding of how perception, identity, emotion, biology, and technology interact to shape belief, decision-making, and behavior at scale. Drawing from psychology, neuroscience, sociology, information operations, and emerging technologies, the curriculum moves beyond surface-level influence to examine how cognitive environments are structured, constrained, and contested. Graduates gain the ability to diagnose cognitive vulnerabilities, anticipate behavioral outcomes, and design strategies that protect decision integrity, institutional trust, and strategic advantage in complex, information-saturated environments.

What was once taught only to elite military and intelligence units across the world is offered here—unclassified, rigorous, and for the first time, accessible to civilian and international professionals who seek mastery in the modern influence battlespace.



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PROGRAM KEY TAKEAWAYS

1. The Human Operating System: Cognition as Terrain

- Gain deep scientifically grounded understanding of how perception, emotion, memory, identity, and meaning-making drive human behavior—individually and collectively—across digital and physical environments. Students master the cognitive, neurological, and social foundations of belief formation, vulnerability, resistance, and decision-making.
- **Applications:** Interpret adversary, population, and organizational behavior beyond surface narratives; Identify cognitive vulnerabilities and resilience factors in individuals, groups, and institutions; Design cognitive resilience, training, and awareness programs grounded in neuroscience and psychology; Improve analytic judgment by recognizing how human cognition fails under pressure, speed, and uncertainty.

2. Cognitive Warfare Beyond Influence: Shaping Thought, Not Opinion

- Gain an advanced understanding of how modern actors move beyond persuasion and messaging to structure the environments in which people think, narrowing options, framing reality, and shaping decision pathways before conscious choice occurs.
- Analyze hybrid, gray-zone, and competitive contexts where cognition itself is the target—across national security, political systems, markets, and organizations.
- **Applications:** Detect and assess cognitive warfare campaigns operating below traditional thresholds; Advise leaders on cognitive defense and protection of decision-making processes; Anticipate second- and third-order effects of narrative saturation and information conditioning; Support policy, operational, or corporate strategies that protect institutional legitimacy and autonomy.

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3. Digital Cognition and Behavioral Conditioning

- A field-ready understanding of how digital ecosystems—platforms, networks, algorithms, and incentive structures—systematically shape attention, emotion, identity, and behavior at scale. Graduates learn to analyze the internet and information environment as cognitive infrastructure, not just technology.
- **Applications:** Diagnose how platforms amplify polarization, conformity, mobilization, and disengagement; Assess behavioral risk stemming from attention capture, addiction, and cognitive overload; Design communication, governance, and organizational strategies that reduce manipulation and instability; Improve intelligence, policy, and business assessments by distinguishing organic behavior from engineered response.

4. Human-Machine Symbiosis and Cognitive Risk

- Gain an applied understanding of how AI, automation, synthetic media, and immersive technologies alter cognition, trust, memory, and reality perception—and how those effects are already being exploited strategically.
- **Applications:** Anticipate and mitigate AI-driven cognitive manipulation and deception; Assess risks to trust, legitimacy, and decision authority in AI-mediated environments; Inform ethical technology policy, governance, and organizational safeguards; Apply behavioral and cognitive insights to cybersecurity, innovation, and risk management.

5. Population Psychology, Power, and Social Systems

- Gain the ability to analyze societies, organizations, and populations as psychological systems, shaped by identity, norms, informal power structures, culture, and biological stress responses.
- **Applications:** Conduct population and stakeholder analysis grounded in psychology and sociology; Identify informal power brokers, cultural fault lines, and social leverage points; Support stabilization, resilience-building, and institutional trust initiatives; Avoid policy, security, and corporate failures caused by misreading social dynamics.

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6. Cognitive Degradation, Stress, and Decision Failure

- Insight into how sustained information pressure, fear, uncertainty, and technological acceleration degrade cognition, judgment, and leadership—at individual, organizational, and societal levels. This includes biological stress responses, burnout, attentional collapse, and moral injury.
- **Application:** Improve decision-making under crisis and sustained pressure; Design leadership, organizational, and workforce resilience strategies; Anticipate breakdowns in governance, command, and corporate decision processes; Support long-term endurance in competitive and conflict environments.

7. Cognitive Defense, Ethics, and Responsible Power

- Gain a disciplined framework for understanding and engaging cognitive power without becoming captive to it—balancing effectiveness, ethics, and long-term societal stability. Graduates learn where cognitive warfare succeeds tactically but fails strategically—and how to avoid those traps.
- **Application:** Build cognitive defense and resilience without overreach or repression; Advise leaders on ethical boundaries in influence, AI, and behavioral power; Strengthen institutions rather than erode legitimacy; Lead responsibly in environments where psychological power is unavoidable.



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Dr. Bailey brings a wealth of expertise spanning intelligence, policy, defense, and academia, as well as the nonprofit and private sectors. She serves as the CEO of Glocal- the world's first and only News Superintelligence environment; as well as, President and Professor at The Academy. Dr. Bailey also serves as a professor at the National Defense University (NDU), and an Adjunct Professor at Georgetown University, Master's program in Applied Intelligence.

Intelligence, Defense, and Policy

Previously, Dr. Bailey served as a senior counterintelligence (CI) analyst at the Department of Defense (DOD), an analyst and subject matter expert (SME) covering a variety of high-level national security issues at the Office of the Director of National Intelligence (ODNI), the Department of State (DOS), Central Intelligence Agency (CIA), as well as, the Consulate General of Israel and the Consulate General of Ukraine. Dr. Bailey has served as a SME on intelligence, CI, counterterrorism, cyber, AI and emerging technology, political, security, and religious issues in the Middle East, Africa, East Europe, Asia, and Europe, as well as, media, influence, behavioral psychology, and strategic communication.

Originally from the Soviet Union, Dr. Bailey understands first-hand how narratives and propaganda can influence and control populations through technology.

PROGRAM DIRECTOR

Dr. Elena Taube Bailey



Central Intelligence Agency

Dr. Bailey with her husband

Academics

Dr. Bailey completed a Ph.D. in Strategic Communication at GMU, focusing on media, cyberpsychology, and influence. She had received a Master's degree in Psychology from Harvard University, an M.B.A. from Georgetown University, and a Master's degree in Politics with a focus in International Relations and American Government from New York University. Additionally, Dr. Bailey holds a Certificate in Intelligence Analysis from the Sherman Kent School for Intelligence Analysis, a Graduate Certificate in Advanced Marketing Management from Georgetown University, and a Graduate Certificate in Messianic Jewish Studies from the Messianic Jewish Theological Institute. Dr. Bailey speaks fluent English, Russian, Ukrainian; and some Hebrew.



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PROGRAM DIRECTOR

Dr. Howard Gambrell
Clark

Dr. Clark created and directed the “Influence Warfare” program at National Defense University—the most in demand and popular concentration in that university’s history.

He graduated from Yale University with a degree in international relations focusing on the Middle East. While a student, Dr. Clark was a writer for U.S. Information Agency's Middle East / South Asia Division; served on the staff of the Senate Defense Appropriations Subcommittee; and studied Arabic at the American University in Cairo via a Department of Defense grant. After Yale, Dr. Clark served as policy analyst in the Executive Office of the President for the President’s Chief Economic Adviser, focusing on counterterrorism.

Following the White House, Dr. Clark served in the U.S. Marine Corps as an intelligence officer and multi-national / special-unit commander with multiple deployments to Iraq as well as Afghanistan and the Philippines.

After military service, Dr. Clark was presidentially appointed as Department of Homeland Security Chief Intelligence Officer's Special Assistant.



Then, as Senior Intelligence Analyst for Homeland Security Counter-Radicalization, Dr. Clark helped lead the Intelligence Community in intelligence support to countering violent extremism. He was then promoted to Senior Intelligence Officer for Homeland Security Operations Intelligence (headquarters) before acting as consultant (contracted Senior Intelligence Analyst) to Special Operations Command's Counter-Radicalization Branch.



While earning his Ph.D. from King's College London War Studies, he served as senior influence adviser for USAID, USSOCOM, USDA, DOS, Special Forces, USMC, NATO, and partner governments in southwest Asia. He was CEO of Stability Institute and now president of Narrative Strategies - training and advising special operators and stabilization professionals on defeating political violence.

As faculty he has created and directed programs on influence tradecraft, global deception warfare, and psychological warfare at National Defense University (DC), National Defense College (UAE) and Civil and Political School (Kyiv).



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ABOUT THE ACADEMY

The Academy is the premier institute for Cyberpsychology, Cognitive Warfare, Influence Warfare, and Intelligence Tradecraft.

At The Academy, we don't just teach – we cultivate depth.

Our goal is wisdom – leadership in today's world demands more than knowledge. At the Academy, knowledge is the foundation, understanding is the journey, and wisdom is the destination.

The Academy is a private institute led by scholar-practitioners from the Washington D.C. Metropolitan Area and experts in the field of intelligence, psychology, counterintelligence, strategic communication, influence warfare, cyberpsychology, and cognitive warfare.



STRENGTH THROUGH WISDOM



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PROGRAM SCHEDULE

EXECUTIVE CERTIFICATE IN COGNITIVE WARFARE

CLASS 1	COGNITIVE DOMAIN AS A BATTLESPACE This class establishes theoretical and doctrinal grounding. Students must understand cognition and the mind as operational terrain.
Week 1	THE HUMAN MIND AS OPERATIONAL TERRAIN
	What is the Cognitive Domain?– Cognitive domain vs. information domain vs. cyber domain; Perception as strategic terrain; Influence vs manipulation vs. warfare
	The Brain as a Battlespace– Cognitive Architecture & Vulnerability Mapping
Week 2	INFORMATION ENVIRONMENT ARCHITECTURE
	Information Environment Architecture– Information Ecosystems & Platform Mechanics– Algorithm amplification systems, Engagement-based virality, etc.
	Strategic Narratives & Identity Warfare– Polarization as strategic weapon, etc.
Week 3	PSYCHOLOGICAL OPERATIONS & REFLEXIVE CONTROL
	PSYOP vs Cognitive Warfare– Tactical Influence vs Strategic Perception Shaping; Comparative Military Doctrine; Escalation Implications
	Reflexive Control (Russia)– Decision-shaping Through Perception Manipulation; Ukrainian Case Study; Operational Fingerprints
Week 4	STATE DOCTRINE & DEMOCRATIC VULNERABILITIES
	Three Warfares Doctrine (China)– Media, Psychological, Legal Warfare, and Maritime narrative dominance
	Open Societies as Cognitive Targets; Polarization as Vulnerability, Institutional Trust Erosion, Information Asymmetry in Democracies

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CLASS 2	OPERATIONAL MODELS: U.S., CHINA, RUSSIA, EUROPE This class shifts from doctrine to execution.
Week 1	US & RUSSIAN OPERATIONAL STRUCTURES
	US Doctrine & Information Joint Operations – Structural Fragmentation; Interagency Coordination Challenges; Offensive vs Defensive Doctrine Gaps
	Russia – Cognitive Shaping in Ukraine – Narrative Preconditioning, Energy, Identity, and Historical Framing; Gray Zone Continuity
Week 2	CHINA & EUROPE
	China – Global Influence Ecosystem; Diaspora Networks, Economic Leverage + Narrative Shaping; United Front Mechanisms
	Europe & Hybrid Warfare – NATO Resilience Models; Baltic Case Studies; Counter-Disinformation Structures
Week 3	NON-STATE ACTORS & CORPORATE BATTLESPACE
	Non-State Actors – Terrorist Narrative Engineering; Extremist Memetic Propagation; Decentralized Influence Networks
	Private Sector as Cognitive Battlespace – Corporate Reputation Attacks; ESG Narrative Weaponization; Market Manipulation Through Perception
Week 4	COUNTER-COGNITIVE OPERATIONS & MEASUREMENT
	Influence in Gray Zone Conflict – Ambiguity as Shield; Legal Thresholds; Escalation Management
	Counter-Cognitive Warfare Frameworks & Measuring Effectiveness – Counter-Narrative Engineering; Amplifier Disruption Strategies; Pre-Bunking vs Debunking; Rapid Response Deployment Models; Sentiment Tracking Frameworks; Behavioral Shift Indicators; Narrative Penetration Metrics; Cognitive Terrain Mapping

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CLASS 3	DEFENSE, ETHICS, AND FUTURE BATTLES
Week 1	COGNITIVE DEFENSE & RESILIENCE
	Institutional & Societal Resilience– Inoculation Theory; Public Hardening Frameworks; Trust Restoration Models
	AI, Deepfakes, and Synthetic Amplification– AI generated Persuasion; Deepfake Destabilization; Synthetic Identity Swarms
Week 2	MILITARY & LEGAL CONSTRAINTS
	Military Training for Cognitive Environments– Information Maneuver Doctrine; Red-Teaming Influence; Integrated Cyber-Intel-Cognitive Ops
	Ethics & Legal Constraints– Domestic vs Foreign Constraints; First Amendment Implications; Lawfare as Strategy; Democratic Overreach Risks
Week 3	ESCALATION & CORPORATE IMPLICATIONS
	Escalation in the Cognitive Domain– Cognitive Escalation Ladder, Attribution Risks; Blowback Dynamics, Hybrid Retaliation
	Corporate & Contractor Implications– Defense Contractor Responsibilities; Platform Accountability; Strategic Liability
Week 4	THE FUTURE BATTLESPACE + CAPSTONE
	The Future Battlespace – Brain-Computer Interfaces, AI-Generated Persuasion at Scale, Synthetic Identity Swarms, Autonomous Narrative Agents.
	Capstone Simulation – Identify adversary doctrine, map amplification on network, assess psychological impact, develop counter-strategy, define measurable indicators, present executive-level briefing



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PROGRAM KEY TAKEAWAYS BY PROFESSION (NOT EXHAUSTIVE LIST)

For intelligence professionals, Cognitive Warfare sharpens the ability to assess how human cognition itself becomes a target, weapon, and vulnerability in modern competition. The program equips analysts to move beyond technical collection and narrative monitoring toward deep cognitive assessment – understanding how perception, identity, emotion, biology, and social context shape intent, behavior, and decision-making at individual, group, and population levels.

Graduates learn to recognize when adversaries are not merely influencing opinions but structuring the cognitive environment to constrain choice, distort reality, and shape long-term behavior. This capability strengthens threat assessment, early warning, and strategic foresight by enabling analysts to anticipate escalation, radicalization, institutional degradation, and behavioral shifts before they manifest in observable actions. It improves analytic judgment in environments where deception, information overload, and psychological pressure are persistent.

For defense professionals, Cognitive Warfare expands the understanding of conflict beyond kinetic and cyber domains to include human cognition as a battlespace. The program prepares leaders to understand how sustained information pressure, psychological stress, digital dependency, and emerging technologies affect force readiness, morale, cohesion, and societal endurance. Students examine how adversaries exploit fear, identity, and belief systems to weaken resolve, fracture alliances, and undermine legitimacy before and during conflict.

Graduates are better equipped to integrate cognitive considerations into planning, deterrence, operations, and post-conflict stabilization. This perspective strengthens resilience, improves leadership under pressure, and supports effective operations in environments where psychological and cognitive stressors are constant and decisive.

In policy environments, Cognitive Warfare education enables decision-makers to assess how policies operate not just legally or economically, but psychologically. Students gain tools to evaluate how narratives, digital ecosystems, AI-mediated systems, and information exposure shape public perception, trust, legitimacy, and compliance. The program helps policymakers understand when well-intended actions unintentionally produce cognitive backlash, polarization, or institutional erosion.

This leads to more informed governance, better regulatory design, and reduced risk of unintended behavioral and societal consequences.

Graduates are better positioned to craft policies that anticipate second- and third-order cognitive effects and protect democratic institutions, social cohesion, and decision integrity.

At the corporate and strategic leadership level, Cognitive Warfare education strengthens decision-making in complex, perception-driven environments. Leaders develop a deeper understanding of how employees, consumers, investors, and competitors think and behave under conditions of information saturation, algorithmic influence, and psychological manipulation. The program provides frameworks to analyze attention dynamics, trust formation, digital identity, cognitive fatigue, and behavioral risk across markets and organizations.

Graduates gain the ability to anticipate disruption, detect manipulation, manage reputational risk, and distinguish genuine trends from engineered behavior. This supports stronger crisis leadership, competitive positioning, ethical innovation, and long-term organizational resilience in environments where perception and cognition increasingly determine success.



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KEY STUDENT BENEFITS



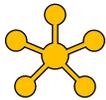
Taught by Scholar-Practitioners.

Our faculty are not only accomplished academics but also seasoned professionals who have served in leadership roles across government, industry, and academia. This dual expertise ensures that every concept is grounded in real-world application. While we teach theory as essential tools in a toolbox, our focus is on how to use those tools effectively in practice. This unmatched blend of academic depth and real-world experience ensures that every lesson bridges theory and practice – equipping students not just with knowledge, but with the insight and judgment needed to lead.



Professional Mentorship- Career Preparation & Guidance.

Beyond the classroom, our faculty provide personalized career guidance, interview and résumé support to help students advance confidently into the next stage of their professional journey. Whether students are applying to the CIA, DIA, NSA, FBI; our scholar-practitioner faculty is there to mentor you; however, job placement is understandably not guaranteed.



Interdisciplinary Approach.

The Academy stands apart from other universities through its deeply interdisciplinary approach-bridging intelligence, psychology, philosophy, sociology, neuroscience, cyberspace, technology, policy, and strategy. This fusion of disciplines moves beyond theory, making learning practical, immediately applicable, and future-oriented.



Most Learning Materials are Available in Audio/Video/Print.

We value your time and recognize the demands of balancing family, career, and education, so we provide most learning materials in convenient audio and/or video form, allowing you to learn anywhere, anytime.



Embracing Technology.

We integrate cutting-edge technology into learning. Students learn to navigate and apply the latest tools, such as ChatGPT, to lead effectively in a rapidly evolving digital world.



Convenient Live Online (Synchronous) Format.

Our programs are led by highly distinguished faculty – accomplished scholars and seasoned practitioners – in a live online (synchronous) format.



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AND
statement of purpose describing which program you are interested in and why.

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