

Vesalius College
Course description

Course title: Lobbying in the EU

Course code: CMM 346E

Teacher responsible: David Zaruk

Course description:

This course provides an introduction to the public affairs practices in and around the EU institutions. It will examine how lobbying campaigns are crafted, funded and implemented, with one eye on how the media and other communications tools are utilized. The different stakeholders and EU actors will be portrayed through case studies of ten of the major recent lobbying campaigns in the EU. Some of these actors will be guest lecturers. The class will have several excursions to Brussels lobbying firms, trade associations, the Parliament (Brussels), the Press Centre and the Commission.

Course objectives:

Students will have an opportunity to apply the lessons through their case study analysis (course paper) and presentation (simulating a lobbying pitch). They will also be working on a group project to design and implement an awareness-raising campaign. An oral exam will be conducted after the mid-term exam where the student would be expected to lobby a case for a client.

Grade weighting scheme:

Group Project (20 hours)	10%
Case Study (40 hours)	15%
Presentation (7.5 hours)	10%
Mid-Term Exam (15 hours)	15%
Oral Exam (2.5 hours)	5%
Lobbying event (5 hours)	10%
Final Exam (25 hours)	25%
Participation (45 hours)	10%

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

Reference Textbook: European Lobbying, Daniel Guéguen, 2nd ed, Europolitics, 2007