



## COURSE SYLLABUS

2019/2020 Academic Year

### 1. GENERAL COURSE INFORMATION

1.1. Course Name	Lobbying								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	LOBI	1.7. Year of Study	Second, Third						
1.4. Course Code	CM19145	1.8. Semester	Fourth, Sixth / Summer						
1.5. Course Status	Elective	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	15								
Exercises	15								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Dubravko Miholić	2.6. Course Associates	
2.2. Academic Rank	MA	2.7. Academic Rank	
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	<a href="mailto:dubravko.miholic@bernays.hr">dubravko.miholic@bernays.hr</a>	2.9. Contact e-mail	
2.5. Consultations	Accordance to published schedule	2.10. Consultations	

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course “Lobbying” is to introduce students to the basic principles, techniques, and methods of managing relations with the institutions of government and various interest groups. Lobbying plays a critical role in modern democratic political processes as a legitimate effort to realize the impact on the decision making of public institutions, and the design and implementation of public policies in the national or supranational framework. Bearing in mind the ever-increasing engagement of professional lobbyists in many areas of domestic and European political processes, this course, through a series of interactive contents, aims to educate students on how best to deal with the challenges of the new competitive environment for the management of public affairs and lobbying in decision-making processes of public authorities.
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<b>3.2. Enrolment Criteria</b>	There are no specific enrolment requirements.																				
<b>3.3. Learning Outcomes</b>	<p>LO1: Apply the appropriate institutional and regulatory framework for the adoption of laws, other regulations, and acts of public authorities and the creation of public policies in the Republic of Croatia and the EU.</p> <p>LO2: Explain and compare the features of the main lobbying strategies and techniques for influencing the legislative process.</p> <p>LO3: Identify key stakeholders and channels of influence on the decision (the subject of lobbying), and to demonstrate the ability to prepare and implement lobbying strategies and manage the lobbying campaign.</p> <p>LO4: Prepare concise, persuasive and well-structured arguments and make a presentation to key stakeholders to achieve the goal of lobbying.</p>																				
<b>3.4. Course Content</b>	<ol style="list-style-type: none"> <li>1. Lobbying – a conceptual framework.</li> <li>2. The institutional and legislative framework for the formation of public policy in the Republic of Croatia and the EU.</li> <li>3. The main features of the European and Croatian scenes of organized interests.</li> <li>4. Factors of influence of interest groups.</li> <li>5. Lobbying in the policy-making process in the Republic of Croatia and the EU – key channels of influence.</li> <li>6. Regulation and ethics of lobbying – the difference in approach in the EU and the US.</li> <li>7. The key steps in the development of lobbying strategies and the implementation of lobbying campaigns.</li> <li>8. Methods and techniques of lobbying – examples of good and bad practice.</li> <li>9. Lobbying as a profession.</li> <li>10. Preparation and implementation of a lobbying strategy.</li> </ol>																				
<b>3.5. Types of Class Activities</b>	<table border="1"> <tr> <td style="text-align: center;">X</td> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td style="text-align: center;"></td> <td>Field Trips</td> <td style="text-align: center;"></td> <td>Multimedia and Network</td> <td style="text-align: center;"></td> <td>Mentored Paper</td> </tr> <tr> <td style="text-align: center;">X</td> <td>Seminars and Workshops</td> <td style="text-align: center;"></td> <td>Distance Learning</td> <td style="text-align: center;"></td> <td>Independent Assignments</td> <td style="text-align: center;"></td> <td>Laboratory</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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<b>3.6. Course Language</b>	Croatian Language																				
<b>3.7. Student Obligations</b>	Active participation in discussions and exercises, passing the preliminary exam and presentation of the project.																				
<b>3.8. Monitoring Student Work and ECTS</b>	<table border="1"> <tr> <td style="text-align: center;">1</td> <td>Class Attendance</td> <td style="text-align: center;"></td> <td>Written Exam</td> <td style="text-align: center;"></td> <td>Seminar Paper</td> <td style="text-align: center;">1</td> <td>Preliminary Exam(s)</td> <td style="text-align: center;">1</td> <td>Project</td> </tr> <tr> <td style="text-align: center;">1</td> <td>Activities in Class</td> <td style="text-align: center;"></td> <td>Oral Exam</td> <td style="text-align: center;"></td> <td>Research</td> <td style="text-align: center;"></td> <td>Essay</td> <td style="text-align: center;"></td> <td>Misc</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	1	Preliminary Exam(s)	1	Project	1	Activities in Class		Oral Exam		Research		Essay		Misc
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<b>3.9. Grading Students during Class and Final Exam</b>	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Activities in Class</td> <td style="text-align: center;">15</td> </tr> <tr> <td>3. Preliminary Exam</td> <td style="text-align: center;">30</td> </tr> <tr> <td>4. Project</td> <td style="text-align: center;">40</td> </tr> <tr> <td>5. Presentation</td> <td style="text-align: center;">10</td> </tr> <tr> <td><b>Total Points (lectures + final exam)</b></td> <td style="text-align: center;"><b>100</b></td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance	5	2. Activities in Class	15	3. Preliminary Exam	30	4. Project	40	5. Presentation	10	<b>Total Points (lectures + final exam)</b>	<b>100</b>						
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<b>3.10. Obligatory Literature</b>	1. Vidačak, Igor (2007). <i>Lobiranje – interesne skupine i kanali utjecaja u Europskoj uniji</i> , Planetopija, Zagreb (pp 45 – 105)																				



	<ol style="list-style-type: none"><li>2. Vlahović, Natko; Jelić, Bruno (2015). <i>Profesionalni lobist – Priručnik o interesnom zagovaranju</i>, MEP d.o.o, Zagreb (pp 63 – 153)</li><li>3. Poslovnik Hrvatskog Sabora – Poglavlje 2 - Postupak donošenja akata sabora</li><li>4. Poslovnik Vlade Republike Hrvatske</li><li>5. Odluka Vlade o osnivanju Međuresorne radne skupine za europske poslove</li></ol>
3.11. Supplementary Literature	<ol style="list-style-type: none"><li>1. Thomson Stuart and John Steve (2007). <i>Public Affairs in Practice: A Practical Guide to Lobbying</i>, CIPR, London and Philadelphia.</li><li>2. M. P. C. M. van Schendelen (2013). <i>The Art of Lobbying the EU: More Machiavelli in Brussels</i>, Revised Edition, Amsterdam University Press.</li><li>3. Zetter, Lionel (2011). <i>Lobbying: The Art of Political Persuasion</i>, Harriman House Limited, Petersfield, Hampshire.</li></ol>
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires