





5.00 credits

30.0 h

Q1

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| Teacher(s) | Koutroubas Theodoros ;Roginsky Sandrine ;Versailles Alban (compensates Roginsky Sandrine) ; |
| Language : | English |
| Place of the course | Louvain-la-Neuve |
| Main themes | The course covers the following aspects: 1/ A brief theoretical re-examination: elements of marketing, communications theory, definitions of 'lobbying', the concept of "influence" and related concepts. 2/ Study, in contexts and at different levels (local, regional, national, European) from the communication and influence strategies of a number of interest groups or action groups: - Social organizations (lobbies, special interest groups, social movements, economical operators); - Political organizations (political parties), and individual political representatives; - institutions (public administrations, public and para-public organizations, parliamentary and governmental institutions) 3/ Thinking about the "good practices" and the ethical rules, constricting or not, in terms of influence, lobbying and communication. |
| Learning outcomes | At the end of this learning unit, the student is able to : At the end of this course, the student will be able to analyse, in concrete situations, the strategies of communication and of influence of social (lobbies, special interest groups, movements social, economical operators), political (political parties as well as political representatives) and institutional (public administrations, public and para-public organizations, parliamentary and governmental institutions) organizations. He will also be equipped, from this decoding, to intervene in terms of consultancy. 1 |
| Evaluation methods | Oral exam will be organized (both first and second session). Students must also produce an analysis paper. |
| Teaching methods | The course consists of formal lectures and the study and discussion of research papers as well as "grey literature" (such as reports, etc.). The students are expected to actively participate and contribute to group discussions, their participation must be based on various readings. Remote lectures could be organized online (Teams), students will be informed in advance. |
| Content | The course looks both at (1) lobbying & influence strategies and (2) the place of communication in political action. It provides an analysis framework, which can be implemented to concrete cases. |
| Faculty or entity in charge | PSAD |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Multilingual Communication | MULT2M | 5 | |  |
| Master [120] in Communication | CORP2M | 5 | |  |
| Master [60] in Information and Communication | COMU2M1 | 5 | |  |
| Master [120] in Public Administration | ADPU2M | 5 | |  |