Political Lobbying

Module Handbook 2020/21

Module Code: CMM547

Course: BSc in Communication Management & Public Relations

School of Communication & Media

Faculty of Arts, Humanities and Social Sciences

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Welcome

This is going to be a somewhat challenging module for you. You do already know about lobbying than you think, because you will be applying lots of the knowledge you already have from PR: so, for instance, the structure of a lobbying strategy is essentially the same as for a PR strategy. But in this module, you're going to apply that knowledge a little more in-depth in some areas than you did last semester. And there will be new subject-specific information about policy and politics that you need to develop. We will have a variety of classes – some are largely focused on the practical skills on which you will draw for your campaign strategy, while others will be more theoretical and oriented towards the essay questions.

Again this semester, we will be entirely online. Each week we meet at 10.15 on Fridays, using the 'Online Classes' tab on the left hand side of the CMM547 Blackboard site. We will start each week with a lecture, but every class should be participative. You must ask questions as I go along, particular because some of the detailed content is going to be entirely new to you. Some weeks, I will ask you to form into the groups of 6-7 that you were in last semester, to discuss a particular question. Other weeks, you will be asked to do some individual reading and research. Some weeks you will do both!.

You should all follow me on LinkedIn https://www.linkedin.com/in/conor-mcgrath-b2b448152/ and on Twitter @ConorMcGrathPR. This isn't so I gain followers, but so that you can begin to build networks: follow a couple of dozen local and national PR practitioners and retweet or comment on material they send out, so that by the time you are applying for jobs your own feeds are populated with PR content.

Attendance at all classes is mandatory – these will be interactive sessions, and you cannot learn fully from them unless you are present. **I will provide quite detailed notes after each lecture – provided the class attendance level seems satisfactory to me**.

Thanks,
Conor McGrath

1. Module Overview and Communication

Module Details			
Module Title	Political Lobbying		
Module Code	CMM547	Module Level	6
Credit points	20	Module Status	Core
Semesters	2	Location	JN
E-learning	Online		
Contact Details and Communication Methods			
Module Coordinator	Conor McGrath		
Teaching Staff Contact Details	Conor McGrath Room 17E03 Email: cp.mcgrath@ulster.ac.uk Mobile: 07828 353358		
 General Information, Queries and Consultations	**If you require advice or guidance on any aspect of the module, please read the guidance provided here, in the Module Handbook.** I do not operate set 'office hours', and prefer to be more readily available to you that that. If you have any queries about the module, just drop me an email and I will get back to you as soon as I can.		
 Module Announcements	Key announcements will be presented during tutor-led activities. Out of class communication including notifications, reminders, etc will be distributed via email, or on the 'Learning Materials' page of the module's Blackboard site. It is advisable that you download the 'Blackboard' App as an alternative to access module content and communication.		

2. Aim & Learning Outcomes

Module Rationale

In recent years the field of Public Affairs and Lobbying has seen substantial growth and development in both professional practice and academic study as organisations increasingly recognise the need to address their interaction with the political environment in which they operate - essentially how they formulate corporate policies which seek to manage issues of public policy and then implement those policies by persuasively communicating with government, partners and the public. This module presents a theoretical and practical insight into this rapidly maturing area and explores some of the key questions and issues facing academics and practitioners. Building upon prior knowledge and understanding developed in Critical Perspectives on Public Relations, this module offers a critical examination of how relationships with governmental stakeholders may be strategically planned, managed and evaluated and provides you with an understanding of the range of Public Affairs/Lobbying tools and techniques that may be used to effectively communicate with government.

Overall Aim of the Module

Key to success in this module are that students will be able to:

- Recognise and explain in-depth the key theories, principles and developments underpinning Public Affairs/Lobbying as an academic discipline and a professional activity
- Attain a critical awareness of the strategies, tools and tactics used by those who seek to influence the policy making process
- Demonstrate an understanding of the lobbying environment in NI and the UK, USA and EU contexts
- Discuss and debate central questions and current issues in Public Affairs/Lobbying

Learning Outcomes

What you should be able to do by the end of this module.

Successful participants will be able to:

- Identify and understand the central questions and key issues in Public Affairs/Lobbying, both academically and in practice
- Appreciate how organisations interact with the political environment in which they operate
- Think critically and creatively and demonstrate reasoned analysis and originality in formulating solutions to Public Affairs/Lobbying problems
- Engage critically with research, theory and practice in Public Affairs/Lobbying and related areas
- Design a Public Affairs/Lobbying strategy in response to a specific brief

3. Assessment and Feedback

What you need to do to demonstrate achievement of learning.

This module will be assessed via three items of assessment		
	Assessment Type	**Weighting (%)**
Coursework 1	**Strategy**	**50**
Coursework 2	**Essays**	**50**

Coursework 1

Assessment Task

LOBBYING/PUBLIC AFFAIRS STRATEGY

This coursework is an individual assignment based on a strategic brief (3,500 words) which you will receive in wk2. Class topics are arranged so that by wk7 you will have most of the information you need to work on your strategy.

Assessment Guidelines

1) Detailed guidance will be given in the 2 coursework clinics on 12 March and 19 March.
2) This element of coursework accounts for 50% of the overall assessment. Students should refer to the marking criteria.
3) **Completed assignments must be submitted via Turnitin by 12.00 noon on Friday 30th April 2021. This date and time is final, and a late submission will be penalised by the deduction of marks.**
4) View additional 'Standard Assessment Guidance,' for further guidance applicable to all coursework elements.

Coursework 1 FEEDBACK

Feedback on the assessment will be provided by email as promptly as I and the 2nd marker can manage to finalise marks. Marks will remain provisional until approved by the External Examiner.

Coursework 2

Assessment Task

NB: This mark will appear in your Student portal as an Exam rather than coursework. Generally, there is an exam in this module but that's not physically possible given Covid19 restrictions.

ESSAYS

This is an individual assignment – you can choose any 2 essay questions from the list provided in wk1 and write a 1,500 word essay on each of them. Every essay will be better if you find original examples to make your answers different from everyone else's work.

Please note that some essay questions can be answered using the material from a single week's class, while others require you to combine material from multiple classes. You could potentially select 2 questions based on a couple of the classes in the first half of the semester and get them written (and submitted) early and thus free up time in the second half of the semester for your strategy – and your dissertation. You must, however, submit both essays together, as a single file.

Assessment Guidelines

1) Detailed guidance will be given in class in Week 1.
2) This element of coursework accounts for 50% of the overall assessment. Students should refer to the marking criteria.
3) **Completed assignments must be submitted via Turnitin by 12.00 noon on Monday 10th May 2021. This date and time is final, and a late submission will be penalised by the deduction of marks.**
4) View additional 'Standard Assessment Guidance,' for further guidance applicable to all coursework elements.

Coursework 2 FEEDBACK

Feedback on the assessment will be provided by email as promptly as I and the 2nd marker can manage to finalise marks. Marks will remain provisional until approved by the External Examiner.

Standard Assessment Guidance

The following guidance is applicable to all coursework items.

1) Marks are awarded for content, quality of discussion and effective use of referencing. To achieve high marks, students will be expected to demonstrate a familiarity with the wider literature in the subject area, and not merely an ability to re-produce the lecture notes. Higher marks will also be awarded to students who provide strong evidence of analysis and critical evaluation of the various concepts and techniques identified and their application to real world situations.
2) Work should include references to journal articles and other relevant publications, and should be properly laid out using the Harvard system of referencing as indicated below:
   Buzzell R. (1968) 'Can you standardise multinational marketing', *Harvard Business Review*, 46(1): 102-113.

   Jeannet J.P. and Hennessey H.D. (2004) *Global Marketing Strategies.* 6th ed. Houghton Mifflin.
   More detailed guidance is available in the 'Guide to Referencing in the Harvard Style'. We encourage you to avail of the Academic Support via the Library's Support Service, further details in the Library Support Services Section.
3) Marks will be deducted for incomplete or inaccurate referencing.
4) Students must adhere to the word limit policy so as to avoid penalties as follows:

   +10% - no penalty

   +>10% - 20% - 5% penalty

   +>20% - 30% - 10% penalty

   +>30% - 40% - 15% penalty

   +>40% - 50% - 20% penalty

   +>50% - maximum mark of 40

Coursework 1 Assessment Rubric / Marking Grid

CMM547: Political Lobbying, Strategy Feedback Form

NAME:	MARK: Provisional, until approved by External Examiner
DATE:	1st MARKER: CONOR McGRATH

ELEMENT	**70+**	**60-69**	**50-59**	**40-49**	**39 or less**
Understanding of brief					
Context Assessment					
Research					
Situation Analysis					
Objectives					
Stakeholder Analysis					
Message Development					
Priorisitation of Strategy					
Tactics* Advocacy					
Tactics* Media Relations					
Tactics* Grassroots					
Tactics* Coalition					
Tactics* Digital Lobbying					
Tactics* Events					
Tactics* Other					
Issue Management					
Policymaking Process					
Ethical Awareness					
Budgeting					
Timeline					
Campaign Evaluation					
Briefing Paper					
Report Structure					
Writing / Presentation					
Appendices Content					

* You are not required to use every possible tactic in your strategy – but if you choose not to include 1 of the 3 core tactics (advocacy, grassroots, coalition) it would be useful to justify that decision. Equally, you are free to use any tactics not specifically listed here.
NB: Not all elements are weighted equally. Your campaign tactics and your issue management are particularly important.

COMMENTS:

Coursework 2 Assessment Rubric / Marking Grid

CMM547 Political Lobbying Essay 1 Marking Grid

NAME:	MARK: This is provisional, until approved by External Examiner
DATE:	1st MARKER: CONOR McGRATH

ELEMENT	**70+**	**60-69**	**50-59**	**40-49**	**39 or less**
Academic Understanding					
Professional Insight					
Structured Argument					
Writing Style					
Referencing					

COMMENTS:

CMM547 Political Lobbying Essay 2 Marking Grid

NAME:	MARK: This is provisional, until approved by External Examiner
DATE:	1st MARKER: CONOR McGRATH

ELEMENT	**70+**	**60-69**	**50-59**	**40-49**	**39 or less**
Academic Understanding					
Professional Insight					
Structured Argument					
Writing Style					
Referencing					

COMMENTS:

4. Learning Resources

Reading List – **All books listed here are available as e-books through the Library catalogue**
Articles/Strategies
We will be using a number of articles and strategies which I will email to you throughout the semester.
Books Required
Godwin, K., Ainsworth, S.H. and Godwin, E. (2013) *Lobbying and Policymaking*, Thousand Oaks, CA: Sage Harris, P. and Fleisher, C. S. (eds) (2017) *The SAGE Handbook of International Corporate and Public Affairs*, Thousand Oaks, CA: Sage Levine, B.J. (2009) *The Art of Lobbying: Building Trust and Selling Policy*. Washington: CQ Press. Libby, P.J. (2011) *The Lobbying Strategy Handbook*, Los Angeles, Sage Thomson, S. and John, S. (2007) *Public Affairs in Practice: A Practical Guide to Lobbying*, London: Kogan Page Zetter, L. (2011) *Lobbying. The Art of Political Persuasion*, Second Edition, Petersfield: Harriman House.
Books Recommended
Bitonti, A. and Harris, P. (eds) (2017) *Lobbying in Europe: Public Affairs and the Lobbying Industry in 28 EU Countries*, London: Palgrave Macmillan. Harris, P. and Fleisher, C. S. (eds) (2005) *The Handbook of Public Affairs*, Thousand Oaks, CA: Sage Lerbinger, O. (2006) *Corporate Public Affairs*, Mahwah, NJ: Lawrence Erlbaum Associates Mahoney, C. (2008) *Brussels Versus the Beltway*. Washington: Georgetown University Press. Scott, J.C. (2018) *Lobbying and Society*. Newark: Polity Press. Shotton, P.A. and Nixon, P.G. (eds) (2015) *Lobbying the European Union*. Farnham: Ashgate. Van Schendelen, M.P.C.M. (2010) *More Machiavelli in Brussels: The Art of Lobbying the EU*. 3rd ed. Amsterdam: Amsterdam University Press.
Useful Journals
The most relevant e-journals on the Library website are *Journal of Public Affairs* and *Interest Groups & Advocacy*. You should scan the contents of both for useful material for your essays.

Library's Support Services

In collaboration with teaching staff, your Subject Librarian will be delivering timetabled workshops to ensure you are able to make the best use of the Library's services and information resources in successfully completing your coursework. Furthermore, if you need specific help with an assignment or dissertation then you can make an appointment to meet with your Subject Librarian by email, phone or through using the appointments schedule. Online support is also available by accessing the Library's Faculty Guides as these provide help in developing your information and research skills by identifying the best learning resources available, forming effective literature searches, offering academic writing support and adopting the best referencing techniques.

Blackboard Learn Student Orientation Course

It is highly recommended that you complete the above online course to get familiar with Ulster's Virtual Learning Platform, Blackboard Learn. The course is accessible from your 'Course List' in your Blackboard Area.

5. Organisation and Management

These are the types of learning activities that will make up your weekly timetable.

CMM547 Political Lobbying is a 20-credit point module, this requires 200 hours of your commitment, distributed through the following learning and teaching activities over the 15-week semester:

Activity	Duration	Total Hours
Multi-Media Lecture & Class Activities	1.5 hour	18
Online Tutorial	1 hour	12
Directed Study (Activities)	3 hours	36
Independent Study – Assigned reading and note-taking	4 hours	48
Independent Study – Assessment Activities & Tutorial Preparation	7 hours	84
TOTAL		**200**

The teaching and learning plan provides a more detailed overview of content on a weekly basis.

Module delivery will consist of a mixture of lectures, seminars and group discussions (both in class and in advance of classes) accessible via Blackboard.

Classes will be held on Fridays from 10.15-1.15. You will enter the virtual classroom using the 'Online Classes' link in the CMM547 Blackboard site.

Each class will be interactive, and you cannot learn fully from them unless you are present and participate.

Attendance will be taken at each class, and monitored by the School.

6. Learning and Teaching Methods

These are the type of learning activities you will experience in this module.

The module is delivered fully online via Blackboard Learn and will be facilitated through the provision of the following learning and teaching activities:

- Live Multi-Media Lectures: We will be utilising live Blackboard Collaborate Ultra sessions to introduce you to new topics and application of theories via lectures combined with in-class activities.
- Directed Learning: These will be set activities to extend your learning. They may be individual/ groupwork based. It may be supplemented with recorded Panopto mini-lecturers.
- Online Tutorials: These will allow you to consider particular topics or specific questions for further exploration within small groups. We will be utilising the 'break-out' facility within Collaborate Ultra and/or the Discussion Board.
- Webinars (Seminars): These will take different forms and may include; students doing presentations on set topics; lecturers giving extended mini lectures; study questions being set so that students can discuss them in a large group. They are much less formal than lectures and designed to give you time to discuss texts and deepen your understanding of the topics at hand and the course itself. We will be utilising Collaborate Ultra.
- Online Resources: These will be an integral part of the delivery, to help extend your knowledge, understanding and application. See the library reading list below which is also accessible via Blackboard Learn.
- Independent Study: Utilise this time to prepare for tutorials/seminars and research your assessment tasks.
- Studiocity: This is an additional tool which you can use to get some initial (independent) feedback on draft work.

Blackboard Learning Support

If you require help or support with any of the digital learning tools, please view Ulster's Blackboard Student Support area.

Teaching and Learning Schedule

This schedule tells you what topic we will examine in class each week. In addition, what you need to read individually that week and/or what your group needs to meet to discuss that week, **in preparation for the following week's class.** The individual reading is designed to increase your understanding of specific elements of lobbying, while the group discussions will focus on how you can develop your strategy. Each class will run 10.15-1.15 (except for Wk12, see below).

29 January: Lecture: Introduction to Lobbying/Public Affairs/Issue Management
Individual Reading: Fleisher, C. and McGrath, C. (2020) 'Public Affairs: A Field's Maturation from 2000+ to 2030', *Journal of Public Affairs*, 20(3): 1-10.
Group Discussion: Find examples of both loud and quiet lobbying. (Harrison, S. (2000) 'Shouts and Whispers', *European Journal of Marketing* 34(1/2): 207-222.)

5 February: Lecture: Direct Advocacy
Individual Reading: De Bruycker, I. and McLoghlin, A. (forthcoming) 'The Public Affairs Plan: Seven Steps to Success Rooted in Science and Practice', *Journal of Public Affairs*, Early View.
Group Discussion: How can organisations encourage their members or supporters to get involved in grassroots efforts? (Gohlke, A.L. et al (2013) 'Igniting the Fire Within: A Primer on Political Advocacy for Pharmacy Professionals', *Journal of Pharmacy Practice* 26(3): 165-170.)

12 February: Lecture: Grassroots
Individual Reading: Libby, P. Deitrick, L. and Mano, R. (2017) 'Exploring Lobbying Practices in Israel's Nonprofit Advocacy Organizations: An Application of the Libby Lobbying Model', *Administrative Sciences*, 7(4): 1-12.
Group Discussion: Find examples of lobbying coalitions that have unusual or unexpected allies. (Weishaar, H., Collin, J. and Amos, A. (2016) 'Tobacco Control and Health Advocacy in the European Union: Understanding Effective Coalition-Building', *Nicotine & Tobacco Research* 18(2): 122-129.)

19 February: Lecture: Coalitions

Individual Reading: Turley, B. (2009) 'Northern Ireland Manufacturing Industrial Rates Campaign', *Journal of Public Affairs* 9(3): 211-216.

Group Discussion: What different communications strategies can be incorporated into a lobbying campaign? (Mitrovic, M. (2017) 'Lobbying Strategy – 'STAP' Model, available at: https://www.researchgate.net/profile/Miroslav_Mitrovic5/publication/316497752_Lobbying_Strategy_STAP_Model/links/5cd2c8e992851c4eab89bb62/Lobbying-Strategy-STAP-Model.pdf)

26 February: Lecture: NI Policymaking

Individual Reading: Holman, C. and Luneburg, W. (2012) 'Lobbying and Transparency: A Comparative Analysis of Regulatory Reform', *Interest Groups & Advocacy* 1(1): 75-104.

Group Discussion: Can you find lobbying campaigns that had demonstrable impact? (De Bruycker, I. (2019) 'Lobbying: An Art and a Science', *Journal of Public Affairs* 19(4): 1-4.)

5 March: Lecture: Regulation

Individual Reading: Mahon, J.F. et al (2018) 'Blending Issues and Stakeholders: In Pursuit of the Elusive Synergy', *Journal of Public Affairs* 18(3): 1-9.

Group Discussion: What practical insight into your strategy can you find in theoretical approaches to lobbying? (Cullerton, K, Donnet, T., Lee, A. and Gallegos, D. (2018) 'Effective Advocacy Strategies for Influencing Government Nutrition Policy: A Conceptual Model', *International Journal of Behavioral Nutrition and Physical Activity* 15(1): 1-11.)

12 March: Lecture: Stakeholder Relationships in Public Affairs

Individual Reading: Hawkins, B. and Holden, C. (2014) 'Water Dripping on Stone? Industry Lobbying and UK Alcohol Policy', *Policy & Politics* 42(1): 55-70.

Coursework Clinic 1: Review a Sample Strategy

19 March: Lecture: UK Policymaking

Individual Reading: Allard, N.W. (2014) 'The Seven Deadly Virtues of Lobbyists: What Lawyer Lobbyists Really Do', *Election Law Journal* 13(1): 210-219.

Coursework Clinic 2: Review a Sample Strategy

26 March: **NO CLASS THIS WEEK – READING WEEK**

2 April: UNIVERSITY CLOSED – EASTER

9 April: UNIVERSITY CLOSED - EASTER

16 April: Lecture: US Policymaking
Individual Reading: Kanol, D. (2015) 'Comparative Lobbying Research', *Journal of Public Affairs* 15(1): 110-115.
Group Discussion: Based on your own life experiences, which existing laws would you most like to change?

23 April: Lecture: Comparative Lobbying
Individual Reading: Marlowe, H. (2015) 'The Role of Education in Advancing the Lobbying Profession', *Interest Groups & Advocacy* 4(1): 65-75.

30 April: **NB: CLASS TODAY IS 9.15-12.00**
Lecture: Professionalisation of the Lobbying Industry
Module Review, and FINAL CLASS PARTY!
DEADLINE FOR STRATEGY

10 May: **DEADLINE FOR ESSAYS**

7. Student Voice & Support Services

How we support your opinion

As a course team, we incorporate the key partnership principles set out in the joint UU & UUSU Student Voice Guidelines and proactively engage with the democratic election of UUSU academic student reps (Faculty Reps, School/Dept Reps & Course Reps) to ensure that student opinion is heard at Ulster. We respect your views and welcome your honest and constructive feedback on the module.

There are several ways to do this:

- You can contact your Module Coordinator about any queries related to your learning experiences on the module.
- You can voice your opinions through the formal Staff/Student Consultative Committee process by contacting one of the elected UUSU Course Reps in your class.
- You can use Unitu - a new student feedback online platform, which enables students to have the right opportunities to raise and discuss feedback about your course and UU in a transparent way. Unitu allows students, Academic Reps and staff to engage in discussions that aim to bring about concrete improvements and support the student voice.
- You will have the opportunity to give feedback on the module through completing the online Student Module Feedback Survey.

UUSU Advice Bureau Service

If you are experiencing difficulties that are impacting your studies, you can contact the Advice Bureau in the Students' Union. You can get advice and guidance on issues such as - complaints, appeals, housing problems, disciplinaries and info on various support providers available. To have a chat with the team, contact UUSU online.

UU Student Wellbeing Service

If you are stressed, anxious or have additional wellbeing support needs or disability please contact Student Wellbeing and take support.