Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM409	Lobbying	7	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to explore the theory and practice of lobbying from the public relation perspective. It is focused on historical evolution and introducing the particular forms and method of lobbying.
Content	Week 1 :Presentation of the course outline and student works; Week 2:Definitions of the basic concepts: Pressure group, interest group, lobbying; Week 3: History of lobbying Week 4: Regulation and ethics Week 5: Lobbying categories Week 6:Lobbying technics factors; Week 7:Firms lobbying Week 8: Exams Break Week 9: Lobbying instruments: the use of interactive media Week 10: Case studies and presentation: environmental lobbying Week 11: Case studies and presentation: ethnic lobbying I Week 12: Case studies and presentation: ethnic lobbying II Week 13: Case studies and presentation: industrial lobbying Week 14: The case of Turkish Lobbying
References	ARI Tayyar, Amerika'da Siyasal Yapı: Lobiler ve Dış Politika, MKM yayıncılık, Bursa, 2009. ASLAN Seyfettin, "Siyasal İktidarı Etkileme Yöntemlerinden biri olarak Lobicilik", Dumlupınar Üniversitesi Sosyal Bilimler Dergisi,23, 2009, ss 113-121. CANÖZ Kadir, Halkla İlişkiler Uygulaması olarak Lobicilik, Nüve Kültür Merkezi Yayınları, İstanbul, 2007. CLAMEN E Michel, Le lobbying et ses secrets: guide des techniques d'influence, Dunod, Paris, 1995. HAYWARD Jack, Groups d'intérêt, pluralisme et démocratie, Pouvoirs, no. 79, Paris, 1996. KER DİNCER Müjde, Lobicilik, Alfa yayınları, İzmir, 1998. LAMARQUE Gilles, Le lobbying, PUF, que sais-je?, Paris, 1994 MOURAD Attarça, Un modèle conceptuel du lobbying pratiqué par les entreprises, Université Nancy II, -IXIEME Conference Internationale de management strategique, Aims, IMS 2000, Montpellier, - 24-26 Mai 2000 . SCHENDELEN Rinus Van, Machiavelli in Brussels: The art of lobbying in the EU, Amsterdam University Pres, Amesterdam, 2002. ZETTER Lionel, The art of Political Persuasion, Harriman house ltd, Londra, 2008. http://www.strategie- aims.com/aims2k/AIMS/papiers/attarca.PDF http://www.euractiv.com

Theory Topics

Week	Weekly Contents