## Content

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Semester</th>
<th>Theory</th>
<th>Practice</th>
<th>Lab</th>
<th>Credit</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM409</td>
<td>Lobbying</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

### Prerequisites

### Admission Requirements

<table>
<thead>
<tr>
<th>Language of Instruction</th>
<th>French</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Type</td>
<td>Elective</td>
</tr>
<tr>
<td>Course Level</td>
<td>Bachelor Degree</td>
</tr>
</tbody>
</table>

### 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

- LAMARQUE Gilles, Le lobbying, PUF, que sais-je?, Paris, 1994

http://www.strategie-aims.com/aims2k/AIMS/papiers/attarca.PDF

http://www.euractiv.com

<table>
<thead>
<tr>
<th>Theory Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly Contents</strong></td>
</tr>
<tr>
<td><strong>Week</strong></td>
</tr>
</tbody>
</table>

