

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 | <p>Week 1 :Presentation of the course outline and student works;</p> <p>Week 2:Definitions of the basic concepts: Pressure group, interest group, lobbying;</p> <p>Week 3: History of lobbying</p> <p>Week 4: Regulation and ethics</p> <p>Week 5: Lobbying categories</p> <p>Week 6:Lobbying technics factors;</p> <p>Week 7:Firms lobbying</p> <p>Week 8: Exams Break</p> <p>Week 9: Lobbying instruments: the use of interactive media</p> <p>Week 10: Case studies and presentation: environmental lobbying</p> <p>Week 11: Case studies and presentation: ethnic lobbying I</p> <p>Week 12: Case studies and presentation: ethnic lobbying II</p> <p>Week 13: Case studies and presentation: industrial lobbying</p> <p>Week 14: The case of Turkish Lobbying</p> |

| | |
|------------|---|
| References | <p>ARI Tayyar, Amerika'da Siyasal Yapı: Lobiler ve Dış Politika, MKM yayıncılık, Bursa, 2009.</p> <p>ASLAN Seyfettin, "Siyasal İktidar Etkileme Yöntemlerinden biri olarak Lobcilik", Dumlupınar Üniversitesi Sosyal Bilimler Dergisi,23, 2009, ss 113-121.</p> <p>CANÖZ Kadir, Halkla İlişkiler Uygulaması olarak Lobcilik, Nüve Kültür Merkezi Yayınları, İstanbul, 2007.</p> <p>CLAMEN E Michel, Le lobbying et ses secrets: guide des techniques d'influence, Dunod, Paris, 1995.</p> <p>HAYWARD Jack, Groups d'intérêt, pluralisme et démocratie, Pouvoirs, no. 79, Paris, 1996.</p> <p>KER DİNCER Müjde, Lobcilik, Alfa yayınları, İzmir, 1998.</p> <p>LAMARQUE Gilles, Le lobbying, PUF, que sais-je?, Paris, 1994</p> <p>MOURAD Attarça, Un modèle conceptuel du lobbying pratiqué par les entreprises, Université Nancy II, - XIEME Conference Internationale de management strategique, Aims, IMS 2000, Montpellier, - 24-26 Mai 2000 .</p> <p>SCHENDELEN Rinus Van, Machiavelli in Brussels: The art of lobbying in the EU, Amsterdam University Pres, Amesterdam, 2002.</p> <p>ZETTER Lionel, The art of Political Persuasion, Harriman house ltd, Londra, 2008.</p> <p>http://www.strategie- aims.com/aims2k/AIMS/papiers/attarca.PDF</p> <p>http://www.euractiv.com</p> |
|------------|---|

Theory Topics

| Week | Weekly Contents |
|------|-----------------|
|------|-----------------|