

## Vak: Public Affairs

credits: 5

**Vakcode** ICVB20THY4  
**Naam** Public Affairs  
**Studiejaar** 2020-2021  
**ECTS credits** 5  
**Taal** Engels  
**Coördinator** J.B. Eskes

**Werkvormen** Excursie Internationaal  
Opdracht  
Werkcollege  
**Toetsen** Public Affairs - Overige toetsing

### Leeruitkomsten

The following learning outcomes (LO) refer to the LOCO programme competences at level 3 (bachelor degree).

1. Context and strategy ;

The students identify major developments in the context of European integration and decision making that are relevant for the public affairs and communication policy of their organisation

2. Target group and behaviour ;

The students assess public affairs and communication interventions based on knowledge, theory and insights about how public decisions can be influenced by both public advocacy and more silent lobby techniques

5 Persuasion and support:

The students advise their organisation how to develop a strategy on a well-defined EU based issue, that is ethically correct and tactically and operationally sound

### Inhoud

All organisations have interests that they want to promote! Not only thousands of *corporate organisations* but also thousands of *Non-Governmental Organisations* (NGO 's) f.i. Greenpeace and women organisations try to share their view points at the right moment with the right people at the right time. This not only requires thorough knowledge of the EU' s 'arena' but also a keen understanding of strategic, tactical and operational PA instruments.

*Firstly*, PA is introduced, *secondly* a closer look at the current infrastructure and real life of the EU will be offered. *Thirdly*, two Public Affairs approaches will be discussed: on the one hand, pressure exerted through public media, on the other hand pressure through informal lobbying and other PA techniques. Not only *strategic* but also *tactical* and *operational* approaches will be discussed.

Organisations can only build a strong position when their reputation is impeccable. This is a strong reason for many organisations to develop *corporate social responsibility* projects and figure as responsible '*corporate citizens*'. Unethical behaviour on the other hand would endanger their *corporate license to operate* and should be avoided if only for backfiring.

Lastly, the question is discussed whether PA and democracy go along well or PA could be tamed to also positively contribute to democratic ends.

Part of this program is a student organised two-day trip to the EU Institutions.

### Opgenomen in opleiding(en)

International Communication  
Communicatie

### School(s)

Instituut voor Communicatie, Media & IT