



**Kadir Has University**  
**Faculty of Communications**  
**Department of PR and Information**

**PR 319: Public Relations and Lobbying**  
**TH 14.00-17.00, D-114**

<b>Instructor</b>	Dr. Efe Sevin
<b>Office Location</b>	A261
<b>Office Hours</b>	M 11.00-12.00, TH 11.00-12.00, or by appointment
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**Why should you study lobbying?** Because no matter what you do, you cannot escape politics. Lobbying, albeit its misconception as a sinister activity in Turkey, is an invaluable aspect of democracies. This communication process encourages citizens and groups to take an active role in policy-making. Through lobbying, you can move beyond participating in politics solely as a *voter*. This course provides a comprehensive overview of the concept and practice of lobbying in Turkey and abroad. In other words, you will learn how decisions are made in modern bureaucracies, how bureaucrats make decisions, and how communication campaigns can be used in these processes.

**Course Objectives:** Much to learn you still have. Yet, by the end of this course, you will be able to:

- 1 – identify major stakeholders within prominent political systems,
- 2 – explain how lobbying works,
- 3 – differentiate between different types of lobbying activities,
- 4 – understand the capabilities of different media platforms.
- 5 – critically evaluate lobbying strategies,
- 6 – develop successful lobbying and advocacy campaigns,

**Assignments/Requirements:**

Learning objectives paper	5%
Short analysis paper	5%
Case Introduction	10%
Midterm response paper	30%
Final project	50% (Presentation 10%, Paper 40%)

If my math has not failed me entirely, these should add up to 100%.

## Textbook and Core Readings

- “Does Money Buy Power?”, Interest Group Resources and Policy Outcomes, Leech et al, Midwest Political Science Association, 2007.
- Baumgartner, Frank R., ed. *Lobbying and Policy Change: Who Wins, Who Loses, and Why*. Chicago, IL: University of Chicago Press, 2009.
- Bernays, Edward L. *Crystallizing Public Opinion*. Brooklyn, NY: Ig Pub, 2011.
- Morriss, P. (2006). Steven Lukes on the Concept of Power. *Political Studies Review*, 4(2), 124–135.
- Thomson, Stuart. *Public Affairs in Practice: A Practical Guide to Lobbying*. PR in Practice Series. London: Kogan Page, 2007.
- Zetter, Lionel. *Lobbying: The Art of Political Persuasion*, 2011.
- Buckley, Christopher. *Thank You for Smoking*. 1st ed. New York: Random House, 1994.  
(I feel obliged to add that I only assign the book, not the act of smoking itself – ES)

## Course policies

I see the syllabus as a contract between the faculty member and the student and use the document accordingly. Below, you can find my policies regarding class decorum.

**Academic Integrity:** Students are expected to abide by Kadir Has University’s academic integrity code. The code, adjudication process, and possible penalties are available at <http://www.khas.edu.tr/en/about-the-university/our-philosophy/academic-ethic.html>. Familiarize yourself with university policies. There will be zero tolerance to integrity code violations.

**Readings:** You are expected to read all the assigned readings, including the syllabus. You might be required and/or expected to refer to all the materials assigned, even if we did not discuss them in class.

**Presence:** Attendance is not required for this class. There will be no sign-in sheets. I will not be giving any VF grades. I believe classroom discussions and lectures are an important part of your experience, and encourage your presence and active participation.

**Participation:** In class discussions, there are no “right” or “wrong” answers. Rather I seek thoughtful contributions. You will be evaluated on the quality (not quantity, I repeat, quality) of your insights. A high “quality” insight offers a different yet relevant point of view, is open to criticism, and moves the class discussion forward. If you find it uncomfortable to speak up in class, please visit me before Week 3.

**Meeting with the instructor:** I highly encourage you to stop by my office at least once during the semester and discuss your progress. If you are experiencing difficulty with any aspect of the course, arrange a meeting with me as soon as possible! I will be in my office during my office hours. If you need to see me outside my office hours, please e-mail me two business days in advance. Note that our meeting is not scheduled until I send you a confirmation e-mail with date, time, and place.

**Cell phone and laptop use:** No cell phones! You can use your laptop or other electronic devices for ‘class purposes only’. If you are found using your devices for any other purpose, you will lose your privileges. If for some reason, you need to stay connected, please inform me before the class time.

**Recording of classes:** Except for accessibility requirements, the students may not record any classroom activity without express written consent from me.

**As the instructor, I reserve the right to modify this syllabus throughout the semester if necessary.**

## **Assignments**

### General Guidelines:

- All assignments should be submitted through Blackboard’s assignments section.
- All papers should include a title and your name at the top of the first page.
- The only accepted file extensions are doc, docx, and pdf.
- The files should be named LastName\_CourseCode\_AssignmentName (e.g. Sevin\_PR319\_MidtermResponsePaper.docx)
- All papers should be formatted Times New Roman, font size 12, double-spaced.
- One page roughly means 250 words.
- All papers are due by 1:59 pm (before class) on the due date.

Late Submission Policy: Absolutely no submissions. Do not forget the “due dates” on the syllabus are deadlines. You can submit your papers before the deadline. Please be prepared for computer crashes, file corruptions, sicknesses, family emergencies, etc. and do not wait until the deadline to submit your work.

### Learning objectives paper: Due on October 1<sup>st</sup>

In one or two paragraphs, explain why you are taking this class and what you expect to learn.

Grading: There is no grading rubric for this assignment. As long as you submit a relevant paper, you get full points.

### Short analysis: Due on October 15<sup>th</sup>

In this assignment, you will introduce and analyze a lobbying case in 500-750 words. First, go through newspapers (or other news outlets) and find a news piece relevant to lobbying. Then, state the issue at stake, parties involved, and explain what lobbyists have done. Also, include a link to the news piece you found (this piece can be in Turkish, English, or French. For any other languages, please also provide a translation).

Grading: Writing assignment rubric/Available on Blackboard

Case introduction: **Due on November 5<sup>th</sup>**

You will share one lobbying campaign example with me and your classmates. I will assign each student a region before week 5. Two weeks of weeks of our class is devoted to case studies in four different regions. The student will be responsible for finding a lobbying campaign example, providing a one paragraph summary of the campaign's objective, tactics, and outcomes, and pointing the instructor and students to an official (i.e. belonging to the lobbying campaign) source that has further information about the project.

Grading: There is no grading rubric for this assignment. As long as you submit a relevant project, you get full points.

Midterm response paper: **Due on November 19<sup>th</sup>**

For this paper, I will present you a statement. You will be asked to present your own ideas on the topic. Your paper is expected to be 1000-1500 words. Additional details are available on Blackboard.

Grading: Midterm rubric/Available on Blackboard

Final: Your final project is composed of two parts: a paper and a presentation. You will assume the role of a public affairs/government affairs specialist working in a public relations firm. A new client, Acme Bicycles, hires your company to increase bike paths in Istanbul (or a city of your choice). Your assignment is to prepare a lobbying strategy – ready to be shared with the client. You will need to explore the decision-making process in the city, identify target audiences for your campaign, and choose proper lobbying types and strategies to reach your desired objective.

Presentation: For the presentation, the instructor and students will be your colleagues. You need to convince us that your lobbying strategy is strong enough to be shared with the client in a meeting. There is no time limit. However, for planning purposes, you should let the instructor know how much time you are planning to use before your presentation. **Presentations will take place on December 17<sup>th</sup> and 24<sup>th</sup> during class time**

Grading: Presentation rubric/Available on Blackboard

Paper: **Due on January 3<sup>rd</sup> 11:59 pm** Based on the feedback you receive on your project, you will update your project and submit a 10-15 page (excluding a one-page executive summary) final project.

Grading: Final paper rubric/Available on Blackboard

## Course Schedule

\*\*Readings are to be completed *before class* on the scheduled date\*\*

### I. Introduction and Course Overview

**Week 1 September 17<sup>th</sup>** – *What are we doing this semester? How come Turkey has so many lobbies?* **Introduction**

**Week 2 September 24<sup>th</sup>** – *Official Holiday [no class]*

**Week 3 October 1<sup>st</sup>** – *A college-level class is not complete without a history lecture.*  
**History of lobbying**

Readings: Zetter, pp. 1 – 23

Read <http://freepages.history.rootsweb.ancestry.com/~dav4is/people/WARD743.htm>

Learning objectives paper due

### II. Defining Lobbying

**Week 4 October 8<sup>th</sup>** – *What do lobbyists actually do?* **Lobbying and Lobbyists**

Readings: Buckley, entire book.

**Week 5 October 15<sup>th</sup>** – *Alright, but how do lobbyists do what they do?* **Power and Lobbying**

Readings: Moriss

Short analysis paper due

**Week 6 October 22<sup>nd</sup>** – *How do lobbyists get what they want?* **Lobbying Strategy**

Readings: “Does Money Buy Power?”

**Week 7 October 29<sup>th</sup>** – *Official Holiday [no class]*

### III. Types of Lobbying

**Week 8 November 5<sup>th</sup> – How do you talk with ‘höşmetli’s? Direct Lobbying**

Readings: Baumgartner, Chp. 9

Case introduction due

**Week 9 November 12<sup>th</sup> – Can you get the public to lobby for you? Lobbying the Public Opinion**

Readings: Watch the documentary “The Century of the Self”

Recommended: Bernays, entire book.

**Week 10 November 19<sup>th</sup> – How can you lobby without a lobbyist? Corporate Social Responsibility and Advocacy**

Readings: Thomson, Chp 5.

Midterm response paper due

### IV. Cases

**Week 11 November 26<sup>th</sup> – Lobbying in Turkey / Lobbying in the US**

Readings: TBA

**Week 12 December 3<sup>rd</sup> – Lobbying in EU / Lobbying in the UK**

Readings: TBA

**Week 13 December 10<sup>th</sup> – What is next for lobbyists? The future of lobbying**

Readings: Zetter Chp 7.

### V. Final Presentations

**Week 14 December 17<sup>th</sup> – Final Presentations**

**Week 15 December 24<sup>th</sup> – Final Presentations**

**January 3<sup>rd</sup> – Final paper due**