

## **General Course Information**

Pmgt 234  
International Lobbying  
Monday, 7:10-9:40  
Fall 2008

## **Instructor Information:**

Dr. Steven Billet

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## **Reading Materials**

Harris, Phil and Craig Fleisher, **The Handbook of Public Affairs.**  
Mansbach, Richard and Kirsten Rafferty. **Global Politics.**  
Keck, Margaret E. and Kathryn Sikkink. **Activists Beyond Borders.**

A package of articles for use in the course will be distributed during the first class session.

## **Course Description, Method and Approach:**

This course is a broad consideration of the political management function in a globalizing environment. Particular consideration will be given to the underpinnings of globalization and international systems, the changing nature of governance and advocacy and challenges to state-centric approaches to applied politics. The course examines advocacy, issue management, grassroots politics and media as basic advocacy techniques within international regimes and multilateral settings. The breadth and ambition of the topic will require that the student develop a basic understanding of globalization, international systems, international regimes, regional and multilateral governance. Students will leave the course with the ability to construct the outlines of a global advocacy campaign and will be prepared for more advanced practitioner work in international arenas.

The primary method of instruction will be discussion led by the instructor. This is a seminar -- it is expected that students will prepare for class and engage in discourse. Two to three outside speakers will join the classes on international political management

topics. During the last half of the course, we will conduct breakout exercises where students will construct advocacy plans under scenarios supplied by the instructor.

**Students are required to write two questions based on the readings assigned for each class. They should be sent to the instructor before each class. These should be designed to lead discussions on particular matters or to examine questions of particular interest to the student.**

Three discrete knowledge sets constitute the central focus of this course: international systems, governance in global settings and international advocacy. Readings in each of the areas will be assigned and discussed throughout the semester; introducing increasingly sophisticated notions throughout. It is critical that the student develop the capacity to integrate these separate disciplines into a “whole cloth” approach to international advocacy.

## **Method of Evaluation**

### **Tests**

There will be a take-home mid-term covering the material in the initial lectures. It will deal mostly with globalization, international systems and the evolving international environment. It will count for 20% of your final grade and will be approximately 1000 words, undocumented. The question will be sent via e-mail about a week prior to the due date. There will be no final exam.

### **Papers**

Two papers are required. The first is a short essay analyzing an issue associated with global advocacy and issue management. This paper should be 800-1000 words and undocumented. It will count for 15% of the final grade. The instructor will assign the topic during the second class. The second written assignment will be an advocacy plan designed to address a policy problem identified by the student. These topics must be approved by the instructor. I will send an instruction sheet around October 12. Overall, this exercise will count for 35% of the class grade. The written piece will be due on December 13. It should be in the range of 5000 words and appropriately documented. Use the MLA style manual for documentation of the second paper.

Clear and effective writing is very important in this class and in the political management profession. I expect it in all the work that you submit.

### **Class participation**

The quality and content of your class participation count for 30% of your final grade. This part of your grade will be based in some part on the questions you submit but will also have much to do with the interest, intensity and commitment you exhibit in the classroom.

I do not take attendance, but this is a seminar demanding participation by all the students. You will be expected to describe the reading material and analyze it for the class on occasion. Be prepared to do so.

I appreciate that you all work and have careers and that you occasionally have to miss class because of those obligations. I ask, however, that you let me know if you have to miss class beforehand.

## **Grading**

I use the following system when assigning grades for work submitted and for determining final grades.

- A Superior work throughout; above and beyond the requirements of the basic assignment; flawlessly written and documented
- A- Very good work; exceeding the requirements; well written and documented
- B Completion of all the basic assignments with solid writing and documentation
- B- Deficient work in minor elements
- C Clearly deficient in major ways

Anything less . . . well, let's not go there.

## **Course Outline/Assignments**

### **September 8**

**Session One:** Advocacy in a Globalizing World/The Ironies and Paradoxes of Globalization/The Club Model and Its Evolution/Course Requirements/Introduction

### **September 15**

**This class will meet in the Gelman Library. For the first hour we will have a presentation from Dr. David Ettinger on the resources available to you to research your papers.**

**Session Two:** The Changing Nature of 'Political Space'/Defining the environment/Governance in national and multinational settings/Notions of power/The mission of nations and how they have changed/Citizens and their sense of political self

#### **Reading:**

Harris and Fleisher, Handbook, Part I

Held and McGrew, Governing Globalization, pp. 236-342

Boerzel, “Organizing Babylon – On the Different Conceptions of Policy Networks”

Morton, “Gunning for the World”

## **September 22**

**Session Three:** Questions of Governance/Legitimacy, Accountability and Democracy/Trends

### **Reading:**

Harris and Fleisher, Handbook, Part II

Figueiredo, “Lobbying and Information in Politics”

Hansen and Mitchell, “Globalization or National Capitalism: Large Firms, National Strategies and Political Activities”

## **September 29**

**Session Four:** Lobbying in Unconventional Settings – Considering approaches beyond the nation-state

### **Reading:**

Rodman, “Think Globally, Punish Locally ……”

Douglas, “Enhancing NGO’s Advocacy Skills”

## **October 6**

**Session Five:** Common ground and uncommon approaches

### **Reading:**

McGrath, “Comparative Lobbying Practices: Washington, London, Brussels”

Krasner, “Compromising Westphalia”

## **October 13**

**Session Six:** Historical Lessons in Advocacy Campaigns

**Reading:**

Keck and Sikkink, Activists beyond Borders, pp. 1-120.

Thomas and Hrebner, “Comparative Lobbying Across Liberal Democracies . . . “

Palmer, “Community Redress and Multinational Enterprises”

**October 20**

**Session Seven:** Conducting Advocacy in Liberal Democracies/Grassroots considerations/Benchmarking

**Reading:**

Keck and Sikkink, Activists Beyond Borders, pp. 121-217

Cisar, “The Transnationalization of Political Conflict”

Foley, “Explaining Local Unions’ Responses to Globalization”

Nelson “New Agendas and New Patterns of International NGO Political Action”

**October 27**

**Session Eight:** Advocacy in Regional Governments/Developing World

**Reading:**

Harris and Fleisher, Handbook, Part III

Chase, “From Protectionism to Regionalism: Multinational Firms and Trade-Related Investment Measures”

Mahoney, “Lobbying Success in the United States and the European Union,”  
Journal of Public Policy v. 27, 1, 35-56.

Woll, “Leading the Dance? Power and Political Resources of Business Lobbyists.” Journal of Public Policy, v. 27, 1, 57-78

### **November 3**

**Session Nine:** Applying what we have learned/Addressing practical issues facing global businesses. Break-out exercises.

**Reading:**

Held and McGrew, pp. 111-170

Ward, “Legal Issues in Corporate Citizenship”

Ellis, “The Roots of African Corruption,” *Current History*, May, 2006, v. 105, 691, 203-208

Puddington, “The Pushback against Democracy”

### **November 10**

**Session Ten:** Building a Transnational Advocacy Plan

**Reading:**

Held and Mc Grew, pp. 170-230

Morrissey, “The Fight against Corruption by International Organizations.” *GWU International Law Review*, 2007, 39, 165.

### **November 17**

**Session Eleven:** Building a Transnational Advocacy Plan – Break-out exercises

**Reading:**

Harris and Fleisher, Handbook, Part IV

Bouwen, “A Comparative Study of Business Lobbying in the EP . . . “

### **November 24**

**Session Twelve:** Building a Transnational Advocacy Plan

**Reading:**

O’Neill, “The Changing Nature of Global Hazardous Waste Management . . . “

**December 1**

**Session Thirteen: Building a Transnational Advocacy Plan**

**December 8**

**Session Fourteen: Final discussion and considerations/Course evaluation.**

**Final Papers due on December 14**