

**George Washington University  
Graduate School of Political Management**

**COURSE SYLLABUS**

**Lobbying the European Union  
(PMGT265.12/IAFF290.45)  
Summer, 2005**

**COURSE OVERVIEW**

This course takes a practitioner's point of view and focuses on the politics of lobbying the European Union in theory and practice from an American perspective. Specifically, the course includes the following elements:

- Examination of the importance of the corporate public affairs and government relations functions in the context of increasing demand for global transparency, regulation, and the emergence of powerful global pressure groups;
- Discussion of the activities and tactics required for an effective lobbying strategy for use within the European Union;
- Investigation of the cultural differences of the EU member states and their impact on an effective lobbying strategy; and
- Review of successful and failed cases drawn from a wide range of industry sectors.

**COURSE INSTRUCTORS**

This course is taught by Nick L. Laird and Rita K. Roosevelt, Ph.D., members of the adjunct faculty of the Graduate School of Political Management. Mr. Laird and Dr. Roosevelt are recognized international authorities on best practices benchmarking of government and public affairs activities and, in addition to this course, co-teach courses in International Lobbying and Corporate Public Affairs.

Office Hours: Available by appointment. Please call 301-657-9238 or email [rkroos@gwu.edu](mailto:rkroos@gwu.edu) to schedule an on-campus appointment.

## TEXTS AND SUPPLEMENTAL READINGS

### REQUIRED TEXTS

Dyck, I.J. Alexander. *Country Analysis: A Framework to Identify and Evaluate the National Business Environment*. Boston, MA: Harvard Business School Publishing, 1997. (To be distributed in class.)

McCormick, John. *Understanding the European Union: A Concise Introduction* (Second edition). New York: Palgrave, 2002.

van Schendelen, Rinus. *Machiavelli in Brussels: The Art of Lobbying the EU*. Amsterdam: Amsterdam University Press, 2002.

Walker, Danielle *et al.* *Doing Business Internationally: The Guide to Cross-Cultural Success* (Second edition). New York: McGraw-Hill, 2003.

### RECOMMENDED TEXTS

Bomberg, Elizabeth and Stubb, Alexander. *The European Union: How Does it Work?* New York: Oxford University Press, Inc., 2003.

Greenwood, Justin and Aspinwall, Mark (eds). *Collective Action in the European Union: Interests and the New Politics of Associability*. New York: Routledge, 1998.

Pedler, Robin (ed.). *European Union Lobbying*. New York: Palgrave, 2002.

Spencer, Tom. *Public Affairs and Power: Essays in a Time of Fear*. Brussels: Landmarks Publishing, 2003.

Tenbücken, Marc. *Corporate Lobbying in the European Union: Strategies of Multinational Companies*. Frankfurt am Main: Peter Lang, 2002.

Van Schendelen, M.P.C.M. (Ed.). *National Public and Private EC Lobbying*. Brookfield, Vermont: Ashgate Publishing Company, 1993.

### ESSENTIAL REFERENCE SOURCES

*The Financial Times*

*The Economist*

*European Voice*

*The Wall Street Journal*

Websites:

- EU WEBSITE: [http://europa.eu.int/index\\_en.htm](http://europa.eu.int/index_en.htm)
- TREATY ON EUROPEAN UNION: [http://europa.eu.int/abc/treaties\\_en.htm](http://europa.eu.int/abc/treaties_en.htm)
- COUNCIL WEBSITE: <http://ue.eu.int/en/summ.htm>
- COMMISSION WEBSITE: [http://europa.eu.int/comm/index\\_en.htm](http://europa.eu.int/comm/index_en.htm)
- EUROPEAN PARLIAMENT WEBSITE:  
[http://www.europarl.eu.int/home/default\\_en.htm](http://www.europarl.eu.int/home/default_en.htm)
- EUROBAROMETER OPINION POLLS WEBSITE:  
[http://europa.eu.int/comm/public\\_opinion/index.htm](http://europa.eu.int/comm/public_opinion/index.htm)
- EUROPEAN PUBLIC AFFAIRS WEBSITE: [www.euractiv.com](http://www.euractiv.com)
- EU DELEGATION'S OFFICIAL SITE: [www.eurunion.org](http://www.eurunion.org)
- CURRENT EU ISSUES WEBSITE: [www.eupolitix.com](http://www.eupolitix.com)
- INFORMATIVE WEEKLY: [www.eureporter.co.uk](http://www.eureporter.co.uk)
- EUROPEAN CENTRE FOR PUBLIC AFFAIRS: [www.publicaffairs.ac](http://www.publicaffairs.ac)

## HANDOUT MATERIALS

In addition to the above, materials culled from newspapers, periodicals, academic studies, etc., as well as supplementary reading lists will be disseminated to enhance student knowledge and classroom discussions.

## COURSE REQUIREMENTS AND GRADING

### I. *Country Analysis* Report (40% of final grade)

Each student will be required to prepare a *Country Analysis* Report on a specific industry sector. Each student will be assigned a specific country during the first class meeting (**May 24, 2005**) and detailed instructions will be provided at that time. Students will be expected to use the following references as resources and guides to the scope and content of the Report:

Dyck, I.J. Alexander. *Country Analysis: A Framework to Identify and Evaluate the National Business Environment*. Boston, MA: Harvard Business School Publishing, 1997.

Walker, Danielle, *et al.* *Doing Business Internationally: The Guide to Cross-Cultural Success* (Second edition). New York: McGraw-Hill, 2003.

Each student's *Country Analysis* Report is expected to be between 15-20 typed pages, double spaced, and is due **June 21, 2005**. In addition, the Report should include a detailed bibliography.

II. Oral Presentation of *Country Analysis* Findings (15% of final grade)

In addition to the written Report, each student will be expected to (1) make an oral presentation summarizing his/her *Country Analysis* findings and (2) provide each student in the class with a 1-2 page summary sheet at the time of the oral presentation. Class presentations should be approximately 5-7 minutes in length. Oral presentations are scheduled for **June 21 and June 23, 2005.**

III. Case Studies (15% of final grade)

An important element of this course is thorough preparation and active participation in case study review and analysis.

IV. Class Participation (15% of final grade)

V. Attendance (15% of final grade)

**PLEASE NOTE: Due to the timing of the course relative to the program in Brugge as well as the nature of the assignments, a grade of INCOMPLETE is not an option in this course.**

### CRITICAL DATE CALENDAR

May 24, 2005	Assignment of country and industry sector for <i>Country Analysis</i> Report
June 21, 2005	<i>Country Analysis</i> Report due
June 21 or 23, 2005	Oral presentation of Report findings due
June 28, 2005	Assignment of teams and case study for PMGT265.60/IAFF290.60

### COURSE OUTLINE

- I. 5/24 ■ Overview of Course and Requirements  
■ Setting the Stage for Politics, Policies, and Lobbying of the European Union

*Reading Assignment:*

- van Schendelen, Chapter 1

**II. 5/26 ■ European Union  
■ Transatlantic Policies**

*Reading Assignment:*

- McCormick, Chapter 4
- van Schendelen, Chapters 2 and 3

*Guest Speakers:* Lisa M. Schroeter, Director  
International Policy  
The Dow Chemical Company  
Washington, DC and  
Chairman, US Business Committee  
Transatlantic Policy Network (TPN)  
Washington, DC

**III. 5/31 ■ Lobbying Similarities & Differences: US versus EU  
■ Issues Management**

*Reading Assignment:*

- van Schendelen, Chapter 4 and 5

*Guest Speaker:* Robert C. Whiteman, Senior Advisor  
Congressional and Parliamentary Liaison  
European Commission Delegation to the  
United States in Washington, DC

**IV. 6/2 ■ Intercultural Communications/Negotiation  
■ Case #1  
■ Case #2**

*Reading Assignment:*

- Walker, Chapters 2, 3 and 4 (pages 124-185)

**V. 6/7 ■ Building Transatlantic Lobbying Alliances  
■ Case Study #3**

*Guest Speaker:* Michael C. Maibach  
President & CEO  
European-American Business Council  
Washington, DC

**VI. 6/9 ■ European Union and Global Public Opinion  
■ Case Study #4**

*Guest Speaker:* Clark S. Judge, Managing Director  
White House Writers Group  
Washington, DC

**VII. 6/13 ■ US Business and the European Union  
■ Insights into the Politics, Policies, and Lobbying of the EU**

*Guest Speakers:* John J. Castellani  
President  
Business Roundtable  
Washington, DC

Anthony Gooch, Spokesperson  
European Commission Delegation to the  
United States in Washington, DC

**VIII. 6/16 ■ Library Research**

**IX. 6/21 ■ US/EU Trade Issues and Negotiations  
■ Student Oral Presentations**

*Guest Speaker:* The Honorable Grant Aldonas  
Former Undersecretary for International Trade  
US Department of Commerce  
Washington, DC

**X. 6/23 ■ Business and US/EU Relationship  
■ Student Oral Presentations**

*Reading Assignment:*  
• van Schendelen, Chapters 6 and 7

*Guest Speaker:* David Lustig, Director  
Government Relations  
Unilever United States, Inc.  
Washington, DC

**XI. 6/28 ■ Transatlantic Dialogue  
■ Wrap-Up**

*Guest Speaker:* Ambassador John Bruton (invited)  
Former Prime Minister of Ireland & Head of Delegation  
European Commission Delegation to the  
United States in Washington, DC

**XII. 6/30 ■ Travel to Brugge, Belgium - NO CLASS**