



Lobbying strategy and techniques

Presentation

This course is strongly practice-oriented and, as such, presents the main techniques for representing interests before public authorities (monitoring and mapping, argumentation, coalition building, tools for voicing opinions, etc.).

In brief

ECTS credits : 3.0

Number of hours : 18.0

Teaching term : Six-monthly

Teaching activity : Seminar

Year : Fifth year

Validation : Continuous assessment

Contacts

Responsible(s)

Guigner Sébastien

s.guigner@sciencespobordeaux.fr

