Course Objectives and Overview
Lobbying is often called the 4th branch of government since this multi-billion dollar industry significantly impacts policy making. This intensive course provides the opportunity to understand the fundamentals of lobbying while learning first-hand about the lobbying efforts of advocacy groups covering energy, the environment and social welfare issues. Plan for a full day!

We have a speaker at lunch (12:00-1:00) each day to share first-hand practitioner experiences. There will be ample time for questions and discussion. You are welcome to eat during the session.

Mornings (9:00-11:30) will be devoted to discussing lobbying basics – history and current size/scale/scope, value proposition, strategies and toolkit, regulations, players, scandals, etc. – through academic and practitioner readings. The understanding of lobbying will be enhanced through lunchtime speakers – lobbyists, legislators, and academicians.

The afternoons (1:00-6:00) will be spent learning about the advocacy efforts of local organizations and role playing lobbying meetings on their behalf. The lobbying sessions will be conducted with former legislators to add realism to the experience. As part of that process the
students will (1) determine who to target and the message to deliver; (2) hold the session; and (3) provide follow-up materials. The simulations will be videotaped and debriefed.

As a culminating exercise, the students will develop a business plan for a lobbying firm and develop a sales pitch for a target client. The advocacy issue is natural gas extraction using hydraulic fracturing.

At the end of the course the students will have a working knowledge of lobbying practices from the perspective of the “lobbyer” and “lobbyee” as well as gained experience in developing a simulated lobbying deliverable.

**Course Outline**
The major topics covered in this course are:

- **History of Lobbying and the Lobbying Industry**
  We begin with a look at the right to petition from King Solomon to President Obama. We continue with the value proposition offered by the lobbyists and the return on investment they have provided. Next we will explore the industry’s size, scale and major players, both lobbyers and lobbyees. Finally, we will look at key industry trends.

- **Regulation, Enforcement and Ethics**
  Lobbying is a study in tension between the First Amendment right to petition the government and prohibitions against buying legislation. In this area we will look at the evolution of lobbying regulation. We will also cover the ethical boundaries that guide lobbyists and the seemingly endless examples of where the norms are violated. We will grapple with establishing bright line tests where the subject is inherently gray. Most importantly we will cover the “dos and don’ts” of lobbying.

- **Psychology and Lobbying Strategies**
  How does the lobbyist influence decision-making? What is the role of psychology in establishing lobbying strategies? This section provides an overview of why and how lobbying is effective and where it may fail. We will explore analysis of lobbying’s effectiveness and look to find guidelines to enhancing the “bang for the lobbying buck.” We will also explore the implications of lobbying in the Internet age.

- **Lobbying Across the Globe**
  Lobbying, often referred to as advocacy in other countries, is present around the globe. However, the impact of lobbying and the rules of the game vary widely. In this final section we will explore lobbying across borders and within select countries/regions (e.g. EU, China, Japan)

- **Future of Lobbying**
  We conclude the course with a discussion of how the sector is likely to evolve and its implications for policy making.

**Audience**
The course will serve legislative and agency staffers, politicians, aspiring lobbyists, NGO leaders and anyone in the policy analysis space.
**Pedagogy**
The course is taught through a blend of class discussions and simulations. The daily routine will be learning theory and tools in the morning and applying the concepts to client advocacy objectives in the afternoon. The morning instruction will come via lectures and class discussions. Most days a lunchtime speaker will bring the practitioners perspectives to the class. The afternoons are for learning about how local environmental/energy organizations advocate and honing students lobbying skills through simulations.

**Professionalism**
Lobbying is a profession. Success is predicated in part on your professionalism. We will practice what we preach. You are expected to abide by the University policies on academic honesty and integrity. Violations of these policies will not be tolerated and are subject to severe sanctions up to and including expulsion from the university. You need to be at every class, on time. Also, while we will periodically use digital technology in during class, as a general rule, the classroom sessions will be laptop/phone/tablet free.

**Requirements and Grading**

*Final Paper – 50%*
At the end of the course you will write a 2,500-word paper reflecting on a particular aspect of lobbying that you find interesting, surprising or especially challenging. The paper is based on research, class experience, and your own insights.

*Lobbying Simulations – 25%*
Each student will participate in a lobbying simulation on behalf of your client. The simulations will be evaluated by the lobbyee, instructor and your classmates.

*Class Participation – 25%*
The participation grade is a function of contributions to class discussion, asking questions of our guest speakers (a bonus for the first question), and feedback to your peers on lobbying simulations. Prompt attendance is also a component of your participation grade. More that 1 late arrival will result in a significant reduction in your grade.

I will assign grades according to the following HKS-recommended distribution:

- **A:** 10-15 percent
- **A-:** 20-25 percent
- **B+:** 30-40 percent
- **B:** 20-25 percent
- **B- or below:** 5-10 percent
CLASS SCHEDULE (PRELIMINARY, SUBJECT TO CHANGE)

Pre-Read: *The Art of Lobbying* by Bertram Levine (CQ Press) – it is a quick read that provides great context for your client work.

1. Monday January 9, 2017

History of Lobbying and the Lobbying Industry

*Discussion Topics:*
1. Definition of lobbying
2. Genesis and evolution of right to petition
3. Rationale for and concerns about lobbying
4. Size and scale of the lobbying industry
5. Issue coverage
6. Industry segmentation and key firms/players
7. Growth trends, rationale and return of investment

*Required Readings:*

***************Afternoon: Meeting with client **************

2. Tuesday January 10, 2017

Regulation, Enforcement and Ethics

*Discussion Topics:*
1. History and rationale for regulation
2. Evolution of regulations
3. Current “dos” and “don’ts”
4. Perpetual scandals
5. Enforcement agencies and their effectiveness
6. Industry self-regulation
Required Readings:

***************Afternoon: Preparation and meeting with client***************

3. Wednesday January 11, 2017

Lobbying Psychology, Strategies, and Success

Discussion Topics:
1. Psychology of lobbying
2. Range of strategies and selection criteria
3. Effectiveness of lobbying

Required Readings:

***************Afternoon: Lobbying simulation***************
4. Thursday January 12, 2017

Lobbying Across the Globe

Discussion Topics:
1. How do foreign interests lobby in the US?
2. Whose interest is served?
3. What restrictions exist? What restrictions should exist?
1. Are you concerned?
2. What is the role of lobbying in other countries?
3. What is the impact of culture on lobbying?
4. What insight does lobbying in other countries offer for the US?

Required Readings:


***************Afternoon: Feedback for client ***************

**Movie Night: Promised Land** (pizza and salad provided, bring your own beverage)
5. Friday January 13, 2017

The Future of Lobbying

Discussion Topics:
1. Demand and supply for lobbying services
2. Evolving requirements
3. Accompanying regulatory environment
4. Outlook for ethical behavior
5. Fracking: Pitching to a potential client

Readings:

***************Afternoon: Preparation for and simulation of fracking******************

Final Papers Due, January 19\textsuperscript{th} at 5pm