PUBLIC AFFAIRS AND NON-MARKET STRATEGIES

GRADO EN COMUNICACIÓN Y MEDIOS DIGITALES
Professor: DAVID SIMÓN SANTIÑÁN
E-mail: dsimens@faculty.ie.edu

- Academic year: 18-19
- Degree course: FIRST
- Semester: 2º
- Category: BASIC
- Number of credits: 3.0
- Language: English

PREREQUISITES

SUBJECT DESCRIPTION

As the world’s economy evolves into a more global economy, decision makers take decisions that directly affect company’s core business. Many of these decisions are taken by decision makers themselves and influenced by non-market actors.

This course will introduce the student to a range of topics that constitute public affairs specifically to the interaction between organizations, regulators and political stakeholders. Basic concepts of politics and an introduction to the policymaking process will be explored, with the aim of being able to understand this relation.

The concept of Non-Market Strategies will also be examined by analyzing the role of organizations such as politicians, NGOs, citizens or the media. The course will analyze the tools that organizations will need in order to monitor and engage with those political actors that can influence the direction of their business including lobbying and engagement strategies.

OBJECTIVES AND SKILLS

By the end of the course, the student should have a solid understanding of the main concepts and actors involved in Public Affairs and Non-Market Strategies. At the same time, the student would have a great understanding of the tools that companies would use in order to successfully articulate a public affairs strategy.

After completing the course, students should be prepared to apply this knowledge and skills to any organization with a government relations, public affairs or institutional relations department.

The course is designed to develop the following competences:
- Ability to apply knowledge and concepts into practice
- Ability to effectively work in groups
- Ability to apply abstract theoretical concepts in analyzing public affairs strategies and processes.
- Ability to recognize key stakeholders and key tools within a corporate public affairs strategy.
- Apply knowledge on Public Affairs and Non-Market Strategy into professional practice.

METHODOLOGY

Edited by IE Editorial
08th January 2019
The course is designed with a mix of lectures, class discussions, case studies, exercises and student group presentations.

Each topic will be introducing with a lecture/presentation explaining major concepts and theories which will examine the general context and main contents. A discussion and other activities to apply theory to practical cases will follow every lecture.

Students are expected to participate actively in class discussion and other learning activities. In this sense, regular attendance and proper preparation are expected from all students.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>13.33 %</td>
<td>10 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>13.33 %</td>
<td>10 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>13.33 %</td>
<td>10 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>40.0 %</td>
<td>30 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>75 hours</td>
</tr>
</tbody>
</table>
PROGRAM

SESSION 1
Introduction
Welcome and syllabus introduction + questions
Live questioner about current affairs and public affairs via Mentimeter

SESSIONS 2 - 3

Require reading:

SESSIONS 4 - 6
Public Affairs, Non-Market Strategies. An introduction to the topics
Required reading:

SESSIONS 7 - 8
Stakeholders, Tools and Techniques for Public Affairs.
Required reading:
P.C.: What Every CEO Needs to Know About Nonmarket Strategy (SMR345-PDF-ENG)

SESSIONS 9 - 11

08th January 2019
How to Create a Public Affairs Strategy
Required reading:


SESSIONS 12 - 13

Market and Non-Market Environments.
Required reading:
R.A.: What Every CEO Needs to Know About Nonmarket Strategy


SESSION 14

Public Affairs Strategy Exercise Q&As
Working Session - Final draft of the Public Affairs Strategy Exercise required

SESSION 15

Course overview, summary and forward looking.
Live questioner via Mentimeter
BIBLIOGRAPHY

BUY YOUR BOOKS HERE

.- RECOMMENDED

Title: The SAGE Handbook of International Corporate and Public Affairs
Author: Phil Harris, Phil and Fleisher, Craig S.
Publisher / Edition / Year: SAGE, 2017.
ISBN: 9781446276112

.- RECOMMENDED

Title: Handbook of Public Affairs
Author: Harris, Phil y Fleisher, Craig S.
Publisher / Edition / Year: Sage, 2005
ISBN / ISSN: 9780761943938

.- RECOMMENDED

Title: Business and Its Environment, 7th Edition
Author: Baron, David P.
Publisher / Edition / Year: Pearson, 2013
ISBN / ISSN: Print: 9780132620550  eBook: 9780133129854

.- RECOMMENDED

Title: The Routledge Companion to Non-Market Strategy
Author: Lawton, Thomas C. (Ed.) and Rajwani, Tazeeb (Ed.)
Publisher / Edition / Year: Routledge, 2015
ISBN / ISSN: 9780415712316  e-Book 9781317819691

EVALUATION CRITERIA

Attendance Policy
- Attendance in this course in mandatory. Moreover, student who do not attend 70% of all sessions automatically fail the course.

08th January 2019
Students Retaking the course

- Students who are retaking the course should be in contact with the professor in the first week of class.

Plagiarism

- It is your responsibility to follow IE’s policies regarding academic honesty. Plagiarism is, in all cases, a serious academic offence which can result in failing an assignment, failing the course, or even expulsion from the University.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance and Participation</td>
<td>10 %</td>
<td>Attendance and Class Participation</td>
</tr>
<tr>
<td>2000 Words Essay</td>
<td>30 %</td>
<td>Written Essay on a Topic of Interest</td>
</tr>
<tr>
<td>Weekly Group Presentation</td>
<td>20 %</td>
<td>Oral Presentation</td>
</tr>
<tr>
<td>Public Affairs Strategy</td>
<td>40 %</td>
<td>Based on a Case Study</td>
</tr>
</tbody>
</table>

The final grade will take into account all the learning activities undertaken during the course: attendance and participation in class activities, preparation of readings, oral presentations and written assignments.

Group Presentation

We will make different groups at the beginning of the course. Each group would have to present a topic of interest based on the previous lecture and readings. All group members must participate during the presentation.

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PROFESSOR BIO

Professor: DAVID SIMÓN SANTIÑÁN
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Professor: David Simón Santiñán
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David Simon is a public affairs executive with over fourteen years of experience providing strategic and political advice to companies across Europe such as Kellogg's, CocaCola Europe or Gazprom. David has designed and coordinated a number of large pan-European campaigns, bridging over a large range of European Commission officials, Members of the US Congress, Members of the European Parliament, representatives from Member States, industry, NGOs, think tanks, and the media.

David is currently Head of Public Affairs for Grayling, an international public affairs and lobbying firm with over 45 offices across the world.

Prior to joining Grayling, David worked for Lord Bell at Bell Pottinger (London, Uk) where he specialised in establishing key relationships for Forbes500 companies among EU Institutions managing its Brussels based operations.

David also worked as Chief of Staff for the Spanish government in the region of Navarra and was also responsible for the overall public affairs strategy for LincGlobal PA where he implemented campaigns reaching key cross border stakeholders. David also managed institutional relations for Spanish Public television (TVE) in London, where he collaborated with different international media outlets.

David holds an MA from the University of Bath in European Politics and International Relations, and a BA (Hons) Communications, PR & Media from the University of Westminster in London. David speaks English, Spanish, and French.

**OTHER INFORMATION**

**CODE OF CONDUCT IN CLASS**

1. **Be on time:** Students arriving more than 5 minutes late will be marked as “Absent”.

Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.

Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.
7. Escalation policy: 1/3/5. Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.