

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Lobiranje in pogajanja v EU
<b>Course title:</b>	Lobbying and Negotiations in EU

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1., 2.	1., 2.
Strategic Communication, second level	The programme has no field	1st, 2nd	1st, 2nd

**Vrsta predmeta / Course type** izbirni / Optional

**Univerzitetna koda predmeta / University course code:**

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija Other work	Samost. delo Individ. work	ECTS
20	-	15	-	-	145	6

**Nosilec predmeta / Lecturer:** izr. prof. dr. Andrej Kovačič/ Assoc. Prof. Andrej Kovačič, PhD

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovensko, angleško / Slovenian, English
	<b>Vaje / Tutorial:</b>	slovensko, angleško / Slovenian, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Potrebni so zgolj splošni pogoji izpolnjeni ob vpisu v študijski program.

**Prerequisites:**

Only general prerequisites met at the enrolment in the study programme are needed.

**Vsebina:**

- Lobiranje – splošna opredelitev.
- Pojem lobiranja - v ZDA in v Evropi, nekoč in danes.
- Profil in profesionalne kvalifikacije lobista.
- Specifične značilnosti poslovnega lobista.
- Vloga lobistov.

**Content (Syllabus outline):**

- Lobbying - a general definition.
- The concept of lobbying - in the U.S. and Europe, past and present.
- Lobbyist profile and professional qualifications.
- Specific characteristics of a business lobbyist.

- Vrste lobističnih organizacij.
- Značilnosti lobistov (tipologija).
- Kako uporabiti kulturne posebnosti partnerjev kot instrument uspešnih pogajanj in lobiranja.
- Pogajalske tehnike lobistov.
- Priprava pogajalske strategije.
- Tipologija pogajalskih scenarijev.
- Pogajalska psihologija.
- Prvine pogajalskega procesa.

- The role of lobbyists.
- Types of lobby organizations.
- Characteristics of lobbyists (typology).
- How to use the cultural specifics of partners as an instrument for successful negotiations and lobbying.
- Negotiation techniques of lobbyists.
- Preparation of negotiation strategy.
- Typology of negotiation scenarios.
- Negotiation psychology.
- Elements of the negotiation process.

#### **Temeljni literatura in viri / Readings:**

##### *Obvezna literatura:*

Kovačič, Andrej. 2019. *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.

Doris Dialer, Margarethe Richter. 2018. *Lobbying in the European Union: Strategies, Dynamics and Trends*. Springer.

Klüver, Heike. 2013. *Lobbying in the European Union: interest groups, lobbying coalitions, and policy change*. Oxford: Oxford University Press.

Benedetti, Ksenija et al. 2006. *Lobiranje je vroče – Komuniciranje z vplivnimi javnostmi za menedžerje*. Maribor: SPEM Komunikacijska skupina.

##### *Priporočena literatura:*

Fink Hafner, Danica. 2007. *Lobiranje in njegova regulacija*. Ljubljana: Fakulteta za družbene vede.

Elgström, Ole in Christer Jönsson. 2005. *European Union negotiations: processes, networks and institutions*. London; New York: Routledge.

### **Cilji in kompetence:**

Cilj predmeta je študente spoznati s pojmom lobiranja in njegovih ciljev, instrumentov, tipologije, pravil, kodifikacije, dejavnosti ter procesov. Študentom je podan vpogled v multikulturno lobistično okolje ter pogajalske tehnike in metode lobistov.

#### Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje na različnih ravneh v medkulturnem okolju;
- zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z drugimi uporabniki in skupinami (lokalna skupnost, organizacije javne uprave, gospodarstvo, nevladne organizacije) ter zmožnost strpnega dialoga.

#### Predmetno-specifične kompetence:

- razumevanje vloge in funkcij komunikacije za ohranjanje in razvoj medsebojnih odnosov, še posebno za razvoj kulture dialoga;
- sposobnost komuniciranja v različnih kulturnih okoljih;
- sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske žanre;
- poznavanje interpretativnih pristopov, ki pojasnjujejo komunikacijska dejanja (enosmerni, večsmerni, konstruktivistični model komunikacije);
- sposobnost samostojnega prepoznavanja in smiselne aplikacije različnih pragmalingvističnih konceptov (konverzacijske maksime, vljudnost, deiktičnost), ki se pojavljajo v zasebnem in javnem komuniciranju;

### **Objectives and competences:**

The objective of the course is to introduce to students the concept of lobbying and its goals, instruments, typology, rules, codification, activities and processes. Students get the insights into the multicultural lobby environment and negotiation techniques and methods of lobbyists.

#### General competences:

- ability to analyze complex cultural and social processes;
- strategic orientation, i.e. ability to anticipate events, ability to offer solutions to improve the situation;
- development of communication abilities and skills for communicating at different levels in an intercultural environment;
- ability to establish and maintain cooperative relations for work in a group and with other users and groups (local community, public administration organizations, business, non-governmental organizations) and the ability to have a tolerant dialogue.

#### Subject-specific competences:

- understanding the role and functions of communication for maintaining and developing interpersonal relationships, especially for developing a culture of dialogue;
- ability to communicate in different cultural environments;
- ability to self-express and present one's views and ideas through various media genres;
- knowledge of interpretive approaches that explain communication actions (one-way, multi-way, constructivist model of communication);
- ability to independently recognize and meaningfully apply various pragmalinguistic concepts (conversational maxims, politeness, deicticity) that appear in private and public communication;
- understanding and analyzing the influential and persuasive dimensions carried out by

• razumevanje, analiza in razčlemba vplivajnske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije.

institutions and individuals in the context of everyday communication.

**Predvideni študijski rezultati:**

Študent/ka:

- pozna pojem lobiranja in njegove cilje, instrumente, tipologijo, pravila, kodifikacijo, dejavnost, poklic in sodobno poslovno lobiranje;
- pozna procese lobiranja;
- spozna multikulturno lobistično okolje ter pogajalske tehnike in metode lobistov;
- v povezavi z namišljenim ali konkretnim problemom zna določiti ključne točke za lobiranje in oblikovati lobistični načrt.

**Intended learning outcomes:**

Students:

- Are familiar with the concept of lobbying and its objectives, instruments, typology, rules, codification, business, profession and modern business lobbying;
- Are familiar with the process of lobbying;
- Learn about the multicultural environment of lobbying and negotiating techniques and methods of lobbyists;
- In conjunction with an imaginary or specific problem can define the key points for lobbying and lobbying to create a plan.

**Metode poučevanja in učenja:**

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);

**Learning and teaching methods:**

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking, discussion, feedback, social games);
- Experiments based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case study methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment);

<ul style="list-style-type: none"> <li>• individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);</li> <li>• oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);</li> <li>• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.</li> </ul>	<ul style="list-style-type: none"> <li>• Individual and group consultations (discussion, further explanation, considering specific issues);</li> <li>• Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);</li> <li>• Use of online classroom or other contemporary ICT tools.</li> </ul>
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**Načini ocenjevanja:**

**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> <li>• Pisni/ustni izpit</li> </ul>	50 %	<ul style="list-style-type: none"> <li>• Written / oral examination</li> </ul>
<ul style="list-style-type: none"> <li>• Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge</li> </ul>	50 %	<ul style="list-style-type: none"> <li>• Active participation, reports on laboratory work and the paper presentation</li> </ul>
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

**Reference nosilca / Lecturer's references:**

KOVAČIČ, Andrej, MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko in ŠKABAR, Matjaž. Starši kot medijski opismenjevalci osnovnošolskih otrok prve in druge triade. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, 2018, letn. 33, [št.] 2, str. 20-37.

KOVAČIČ, Andrej, MACUH, Bojan, RASPOR, Andrej in SRAKA, Marko. Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2019, vol. 12, no. 2, str. 24-44. <http://www.iiass.com/pdf/IIASS-2019-no2-art2.pdf>.

KOVAČIČ, Andrej. The action model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 2014, 7(3), str. 90-103.

KOVAČIČ, Andrej. *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd., 2014. Ljubljana: Vega.

KOVAČIČ, Andrej in PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, 2013, 6(2), str. 82-97.

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, 2013, 5(2), str. 5-22.

KOVAČIČ, Andrej. How to measure the effects of advertising communication: a research methodology overview. *Research in social change*, 2012, 4(2), str. 85-113.

KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, 2011, 4(2), str. 45-74.