



Elective Subjects/ Semester 2,3 or 4:	
Title of the course	Policy Advocacy and Media in the EU
Coordinator of the course:	Wendy VAN DEN BROECK
Content/Description	<p>Policy advocacy is generally considered to be a type of coordinated activity with the aim of changing policy or maintaining situations as they are. The course policy advocacy and media in the EU looks at (1) policy advocacy <u>on</u> media, (2) policy advocacy <u>of</u> media (with 1 and 2 overlapping in some cases), and (3) policy advocacy <u>through</u> media.</p> <p>This course aims to (1) make sure that students get a more in-depth knowledge of the various aspects of policy advocacy in the EU; (2) teach students to approach advocacy with a critical attitude; and (3) to make students acquainted with concrete advocacy practices.</p>
Workload: ECTS	<p>6 ECTS Credits</p> <p>Total student working hours: 168 hours</p> <p>Attendance: 40 hours</p> <p>Mandatory Reading: 24 hours</p> <p>Preparation of exercise: 64 hours</p> <p>Preparation of exam: 40 hours</p>
Objectives	<p>After having followed this course, students:</p> <ul style="list-style-type: none"> • should know the different meanings of policy advocacy • have insight into the role media play in policy advocacy and the way in which they are used by those involved in policy advocacy • have insight in the difficulty of engaging with and influencing the policy process
Guest Lecturers (if applicable)	-
Selected References	
-	
Grading	
<p>The final grade is composed based on the following categories:</p> <ul style="list-style-type: none"> • Oral Exam determines 70% of the final mark. • Practical Exam determines 30% of the final mark. <p>Within the Oral Exam category, the following assignments need to be completed: Oral Exam with a relative weight of 70 which comprises 70% of the final mark.</p> <p>Within the Practical Exam category, the following assignments need to be completed: Practical Assignments with a relative weight of 30 which comprises 30% of the final mark.</p>	

Important note

This syllabus describes the course as it was delivered in **Summer Semester 2016** Readers should note that courses of the DCLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.