eCAMPUS

PUBLIC AFFAIRS AND NON-MARKET STRATEGIES ECF3C12

Distance Learning Study Program

PUBLIC AFFAIRS AND NON-MARKET STRATEGIES (5 ECTS)

COURSE DESCRIPTION

The course "Public affairs and non-market strategies" explores communication structures and habits and their relation to government structure and other socio-political elements within societies. Students will investigate responsibilities and relationships between government departments and understand processes of decision and policymaking. The course considers concepts related to influence, power, norms and values, and political involvement.

OBJECTIVES

By the end of this course, you will be able to:

1. Identify and describe the major components and responsibilities of local, regional, and national government systems by the aid of case studies and identify key forces involved in decision-making processes
2. Identify and explain the role and contribution of professional public affairs communication in policymaking
3. Analyze and interpret events and issues in the light of public affairs
4. Outline and explain the role of communication skills in public affairs

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

LECTURERS

TBA

LECTURE TOPICS*(tentative)

Class	Topics
1.	Introduction to public affairs and non-market strategies
2.	Public affairs functions
3.	Interest group strategies
4.	Public participation and conflict resolutions
5.	Media strategies in public affairs
6.	Governmental strategies
7.	Middle exam
8.	Dominance vs. competition
9.	Ascendancy of Corporate Power
10.	Corporate policies and behavior
11.	Non-market strategies: Why, when, and how?
12.	The importance of Stakeholders in non-market strategic management
13.	Merger and acquisition
14.	Final exam

WORKLOAD

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14 Sessions

		Sessions per semester																TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2			2	2	2	2	2	2			26
	Workshops											4						4
	Exam preparation							5							5			10
	Case Studies					4												4
	Self Study			2		2			2		2		2					10
	Preparation for class	2	2	2	2	2	2			2	2	2	2	2	2			26
	Follow-up for class	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	14
	Final essay paper														10			10
	Course evaluation															2		2
																		106
HRS OF EXAMS									2							2		4
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2		2	2	2	2	2	2			28
	TOTAL WORKLOAD PER COURSE (HOURS)																	138
	TOTAL ECTS																	5