

**POSC 4231**  
**Political Organizations**  
**Dr. McGee Young**  
**Fall 2009**  
**Wehr Physics, Room 122**  
**MW 2:00-3:15**

Office: 407 Physics

Office Hours: M 12:30-2:15; Tu 9-12; W 12:30-2:15

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Political organizations come in all different forms, but by definition they all seek to influence the decisions of others. For many political organizations government institutions are the target of their lobbying efforts, but others try to influence business decisions, while some even try to influence the decisions of other political organizations. This class will delve into the mysterious art of lobbying – the act of trying to convince someone to make a favorable decision. We will approach the topic by looking at what actual lobbyists do, how they do it, and what makes a good lobbyist. We'll follow this up by engaging in a lobbying project of our own. This will be a real lobbying effort, not a simulation, and will require a commitment to professionalism beyond what may be the norm in a typical class. Still, the results will be gratifying as you learn how to put together a lobbying plan, engage the appropriate stakeholders, utilize the media, and achieve a measurable outcome.

The course will be more reading intensive during the first half of the semester while the second half of the semester will focus more on the lobbying project. While readings will be an important part of your learning experience, we will also seek to draw from the wisdom of members of the Marquette community as well as outsiders with experience in lobbying. Frequent guests throughout the semester will require some flexibility with the course schedule, so it is important to show up to class every day and take note of any changes. Missing classes is generally ill-advised, but after two unexcused absences, I will deduct points from your participation grade.

You will be evaluated in this class based on a midterm exam, a term paper, a logbook of the work you do for the class, and my assessment of the quality of your participation. The midterm exam will focus primarily on the readings that we do about lobbying. You will also be expected to demonstrate basic knowledge about the topic of our lobbying project. Your logbook will record all of the work that you do for the class, with brief annotations of work done above and beyond basic reading assignments and class meetings. The term paper will analyze your experience with lobbying in the context of the readings from the beginning of the semester.

Grade Breakdown

Midterm: 25%

Term Paper: 25%  
Logbook: 25%  
Participation: 25%

As always, I am vigilant and unsparing about cheating, plagiarism, and the like. Please refer to the Marquette University guide to academic honesty at [http://www.marquette.edu/cur\\_students/bulletin.shtml](http://www.marquette.edu/cur_students/bulletin.shtml).

### Books and Readings

You have one required text to purchase, which is available at Sweeney's and Bookmarq.

Anthony Nownes, *Total Lobbying: What Lobbyists Want and How they Try to Get It* (New York, Cambridge University Press, 2006).

Supplementary readings will be placed on D2L. All assigned readings should be completed before class.

### Course Schedule:

August 31-September 2

Jeffrey Birnbaum, *The Lobbyists*, Ch. 4 – The bumpy slide

September 9

Anthony Nownes, *Total Lobbying*, Ch. 1, 2

September 14-16

David Broder and Haynes Johnson, *The System*, Chs. 10 and 14

September 21-23

McKinsey and Co., "Unlocking Energy Efficiency in the U.S. Economy," Executive Summary, Introduction, and Chapter 1

September 28-30

Nownes, *Total Lobbying*, Chs. 3,4

Scott Furlong, "Exploring Interest Group Participation in Executive Policymaking" in Herrnson et al.

October 5-7

Nownes, *Total Lobbying*, Ch. 5

Deanna Gelak, *Lobbying and Advocacy*, Ch. 1 – The True nature of lobbying

October 12-14

Gelak - Ch. 5 – Know your issue (well enough for the toughest questions)

McKinsey, Ch. 2 – Energy Efficiency in the Residential Sector

October 19-21

Gelak - Ch. 6 – Build the Right Plan

**October 21, Midterm Exam**

October 26-28

Gelak - Ch. 7 – Develop, never devalue, grassroots

McKinsey, Ch. 3 – Energy Efficiency in the Commercial Sector

November 2-4

Gelak - Ch. 8 – Communicate Effectively with policymakers

McKinsey, Ch. 5 – Developing a holistic implementation strategy

November 9-11

Gelak - Ch. 10 – Media Engagement

November 16-18

Bertram Lefine, *The Art of Lobbying*

Ch. 7 – Designing and Executing a Lobbying Campaign

November 23

TBA

November 30-December 2

Kersh, “Corporate lobbying: A view from the field”

December 7-9

Nownes, *Total Lobbying*, Ch. 7

Logbook due December 9<sup>th</sup>.

**Term Paper Deadline, December 17<sup>th</sup>, 3pm .**