

Fiche de cours 2025-2026

Bachelier en Erasmus	Bloc 1	Niveau CEC 6
Code UE ERA322	Nom de l'UE Lobbying & Networking In Brussels	
Responsable(s)		
Enseignant(s) intervenant(s)		
Crédits ECTS 5.0	Quadrimestre 2	Obligatoire Oui
Catégories compétences		
Prérequis N/A		
Co-requis N/A		
Est prérequis de N/A		

Langue Anglais

Acquis d'Apprentissage Terminaux Key Statement /Aims.

This module is designed to:

- (1) introduce the EU Lobby world issues through a practical approach
- (2) give the opportunity to meet EU insiders from different sectors (public, diplomatic and private sectors)
- (3) provide different practical professional skills to learn more about how to build a lobby campaign, how to connect to the right people
- (4) share recent lobbying & networking experiences in the Brussels "EU bubble"

Contenu Indicative content.

1. A practical approach to lobbying:
 - Definition and origins of Lobbying
 - Lobbying in Brussels: open game or hidden influence & collective practice through networking
 - Lobbyists in the European Union & Lobbying Techniques
2. A concrete approach to networking
 - Origins and definition of networking
 - Building your own network & using it
3. Influencing tools for lobbying actors in the decision-making process
 - The EU decision-making process
 - How to approach the institutions concretely?
4. Practical tips for effective lobbying in the Brussels EU maze
 - Regions and cities as part of the European policy making process
 - Lobbying through networking: when regions work together
 - Conclusion

Méthode d'enseignement The methodology is a mix of:

- Learning sessions at EPHEC: theoretical aspects, presentations, case studies
- Field visits in the European institutions & EU networks
- Brussels based networking activities
- Case Studies
- Written presentation of a portfolio with all the activities done by the student during the semester

Acquis d'apprentissage intermédiaires et/ou spécifiques Learning Outcomes.

At the end of the Module, the student must show is able to:

- Understand what is Lobbying and Networking in the EU bubble
- Develop his/her own lobbying strategy regarding a specific EU topic
- Share one's own lobbying and networking experience in Brussels via a portfolio.

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description

Fiche de cours 2025-2026**Supports de cours complémentaires***Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)*

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
100	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

**Commentaires concernant les
évaluations**