



## Masters "Public Affairs and representation of interests" of the Institute of Political Studies

### Presentation

The aim of the Public Affairs and Representation of Interests course is to train students to become specialists in public decision-making who will be able to influence decisions in line with their values, ideas or interests. The course is therefore intended to complement the broad-based training program with a detailed and practical knowledge of institutional functioning and of the behaviour of actors in the political sphere. In this perspective, this course places emphasis on the multi-level dimension of contemporary public policies in which actors at local, national, European and international levels intermingle.

### Objectives

Several disciplines (sociology, political science, law, economics, psychology) are involved in informing public decision-making. The course also focuses on the media, institutional and economic arenas, which are key to understanding political choices.

Several lectures are common to both this course and the European Careers course, as the European Union is both a resource and a fundamental constraint for the representation of interests.

The teaching methods in the fourth year are fairly traditional, but the content is resolutely tailored to the speciality of the Public Affairs and Representation of Interests course. In the fifth year most of the teaching will be delivered in the form of applied lessons based on case studies, role-playing, site visits, interventions by external professionals, professional simulations and internships.

#### In brief

##### Type of education

- \* Initial education
- \* Continuing education

**Kind of education :** Second cycle | masters degree

**Internship :** Obligatory

#### Contacts

##### Responsible(s)

Guigner Sébastien

s.guigner@sciencespobordeaux.fr

Caron Karine

k.caron@sciencespobordeaux.fr

## Training content

---

This information is for guidance purposes.

## Organization

Fourth year Public Affairs and Representation of Interests

Fifth-year Public Affairs and Representation of Interests

## Access conditions

---

Sciences Po Bordeaux Diploma : [First year](#)

[Find out more about the requirements for admission to fourth year](#)

## Professional insertion

---

Professions related to lobbying :

- European affairs officer
- Officer for institutional relations/ public affairs
- Communications consultant
- ...in NGOs, public enterprises or organizations

Careers in Politics :

- Parliamentary assistant
- Ministerial advisor
- Public relations officer

Find out more : <http://apri-influences.fr/>

## Fourth year Public Affairs and Representation of Interests

### Organization

#### Transverse skills

---

##### Transverse skills (Mandatory)

General Knowledge  
Economics  
Specialty Masters APRI  
English  
LVB

##### Languages (Choice: 1 Max number of courses to choose 7)

LVB – German  
LVB – Arabic  
LVB – Spanish  
LVB – French as a foreign language  
LVB – Italian  
LVB – Portuguese  
LVB – Russian

Sport

#### Core knowledge

---

##### Classes - semester 1 (Mandatory)

Public policy analysis  
Institutional law of the European Union  
Collective action in the European Union

##### Final Oral Examination - Outward-looking class/involvement (Mandatory)

Final Oral Examination  
Outward-looking class or validation of students' extracurricular activity involvement

#### Specialized skills

---

##### Classes - semester 2 (Mandatory)

Political psychology  
Agenda setting and Issue Definition  
The European Union Policy Making  
The stakes of political communication

##### Specific seminars (Mandatory)

Strategic intelligence  
Social networks and media relations management



Professionalization seminar

## Fifth year Public Affairs and Representation of Interests

### Organization

---

#### Transverse skills

##### Method conferences (10.0 credits ECTS) (Mandatory)

Economics  
English  
LVB

##### Languages (Choice: 1 Max number of courses to choose 8)

LVB – German  
LVB – Arabic  
LVB – Chinese  
LVB – Spanish  
LVB – French as a foreign language  
LVB – Italian  
LVB – Portuguese  
LVB – Russian

##### Examinations (6.0 credits ECTS) (Mandatory)

Final Oral Examination – English  
Final Oral Examination – LVB

---

#### Consolidation of disciplinary knowledge

##### Certificate 1 (9.0 credits ECTS) (Mandatory)

European public finances  
Lobbying strategy and techniques  
Simulation of EU policy-making

##### Certificate 2 (9.0 credits ECTS) (Mandatory)

Public affairs law and ethics  
Legal issues specific to political occupations  
Parliamentary rights and practices

---

#### Transition into the professional world

##### Workshops, simulations and tutored projects (Mandatory)

Institutional strategies of business organizations  
Lobbying competition  
Rhetoric workshops  
Interventions by professionals  
Crisis management simulation  
Preparation of career plan



Paris – Bruxelles Study tour

## Internship

---