Managing Business, Public Affairs, and Public Policy

Intensive Washington, D.C. Residency Courses
For MBA and Other Graduate and Professional Students

The Washington Campus is a non-partisan, non-profit 501(c)(3) higher education consortium.
“Fantastic. This is not an experience you can get anywhere else.”

“By far one of the best experiences I’ve had throughout my MBA program.”

“This course should be required for all MBAs.”
The Washington Campus’ intensive D.C. residency courses are for-credit, academic and certificate seminars.

Campus courses also are distinctive personal and professional leadership development experiences.

Program faculty consist of public affairs executives, policy experts, political and government leaders, and other key players from business, associations, media, think tanks, non-profits and other NGOs.
CONSORTIUM MEMBERS

Arizona State University
University of California, Berkeley
University of California, Los Angeles
Emory University
University of Florida
Howard University
Indiana University
University of Michigan
University of New Mexico
University of North Carolina at Chapel Hill
Northeastern University
The Ohio State University
Purdue University
Rice University
University of Texas at Austin
Texas A&M University

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Course Information

2020 MBA Course Dates

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<th>Business, Public Affairs, and Public Policy</th>
<th>Special Health Care Policy Sections</th>
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<td>Jan. 6-10</td>
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Course Requirements

Curriculum
Intensive Monday-Friday program to meet academic contact hour requirements for up to 3 credits

Required Pre-Readings

Assurances of Learning
Individual Exam
Team Advocacy Strategy Project
(due 2 weeks post)
Course Objectives and Takeaways

• From a business perspective, understand the importance of key elements and dynamics of Public Affairs & Public Policy

• Know how to manage these factors and forces more strategically, effectively, and ethically

• Understand and be able to manage the Public Affairs and Public Policy process for your organization
  – Integrated into Strategy, Investment, Operations, HR
  – In terms of Legislative Policy and Advocacy
  – In terms of Regulatory Policy and Advocacy
Understanding Strategic Interactions of Business, Public Affairs and Public Policy

Congress, the Executive Branch, and Courts

Global, State, and Local Institutions

Regulatory Agencies & Commissions

Media, Social Media & Public Affairs

Associations, Think Tanks, and NGOs

www.WashCampus.edu
Ms. Astri Van Dyke, Senior Counsel for Global Policy, Google, discusses business strategy, technology, and public policy.

Ms. Jessica Zielke, Director of Federal and Diplomatic Government Relations, The Coca-Cola Company, on the topic of managing global corporate public affairs and government relations.
Public Affairs & Business Strategy: The Emerging ‘Business-to-Society’ Company

Mr. Peter Rowan, Sr. Director of Public Affairs for Mars Inc., discussing the key linkages of Mars’ business strategy with environmental and social issues.

Ms. Meredith Singer, IBM Corp. executive, on the importance of integrating diversity, labor, immigration, and environmental issues into public affairs strategy.
The Role of Industry & Trade Associations

Mr. Jim McGreevy, President & CEO of The Beer Institute, the national trade association that represents America’s brewers, beer importers and supply-chain partners.

Ms. Jocelyn Moore, EVP of Communications and Public Affairs at the National Football League (NFL), on managing the association’s public affairs and policy interests and objectives.
Strategic, Effective, and Ethical: Lobbying & Business Advocacy

Mr. Gregg Rothschild, Managing Director, Government Affairs, Glover Park Group, and former VP & Policy Counsel, Verizon, on the rapidly-changing world of business lobbying and advocacy.

The Honorable Bruce Mehlman, Partner, Mehlman & Co., and former Assistant Secretary of Commerce for Technology, discusses the need for effective business advocacy.
The Business of Legislative Policy Making

Capitol Hill Day
- Business and Policy discussions with current and former Members of Congress
- With Congressional office staff and professional committee staff
- Attend House and Senate committee hearings, debates, votes (if Congress in session)
- Visit Supreme Court

Senator Ed Markey
Senator Kyrsten Sinema
Congressman Trey Hollingsworth
Congressman John Lewis
Senator Dianne Feinstein
The Role of Congressional Committees and Professional Staff

Discussing business issues and policy-making processes with Congressional office staff and professional committee staff.
The Importance of Business-Related Regulatory Processes and Agencies

Mr. Michael Fitzpatrick, Sr. Counsel and Head of Regulatory Advocacy at GE explains federal regulatory processes and agencies.

Ms. Lesley Fair, Senior Attorney at the Federal Trade Commission, discusses the agency’s role of in antitrust, competition policy, and consumer protection.

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The Role of Media & Social Media in Public Affairs and Public Policy

Mr. Greg Maurer, Vice President of Public Policy for Facebook, provides insights into the dynamics of social media, politics, and policy at the Capitol Hill Club.

Mr. James Hohmann, National Political Correspondent for The Washington Post, discusses the impact of media on politics and public policy at the National Press Club.
Ms. Wendy Cutler, Managing Director, Asia Society & Vice President, Asia Policy Institute, and Former Deputy U.S. Trade Representative, shares insights into the workings of trade negotiations and trade policy.

Mr. Chris Krueger, Managing Director, Cowen Washington Research Group; Mr. William C. Lane, Executive Director, Trade for America & former Caterpillar executive; and Ms. Tami Overby, Senior Advisor for McLarty Associates, lead panel discussion on how businesses can better navigate the dynamics of trade policy.
Ms. Storme Sixeas, Manager of Tax Policy for Deloitte, explains the political and economic dynamics of corporate tax reform.

Dr. Doug Holtz-Eakin, Former Director, Congressional Budget Office & former Chief Economist at The White House, on the impacts of fiscal and macroeconomic policy on business and the economy.
The Biggest Sector of the Economy: Navigating Health Care Policy

Mr. Julius Hobson, former director of Congressional Affairs for the American Medical Association, discusses health care reform.

Gov. Howard Dean, M.D. Former Governor of Vermont and DNC Chairman, talks about the business of health care and health care policy.
Cybersecurity Policy: Challenges for Business and Government

Mr. John Banghart, Sr. Director for Technology Risk Management at Venable LLP and former head of federal cybersecurity, National Security Council

Ms. Kristin Royster, SVP, Global Information Security Engagement, Bank of America
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Rice University
University of Texas at Austin
Texas A&M University

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