



The Washington Campus open-enrollment courses are unique, intensive, residency experiences in Washington, D.C. — for Executive, EMBA, MBA, and other types of graduate and professional students. Courses focus on how specific organizations and industries are affected by public affairs and public policy; how public policy is made and influenced; and how public affairs and public policy must be strategically, effectively, and ethically managed to create profitable and sustainable 'win-win' solutions for business, government, and society.

The Washington Campus courses are a distinctively valuable personal and professional development opportunity for both current and future business leaders. Participants learn directly from those who actually make and shape public affairs and public policy: corporate public affairs and government relations executives; leaders of associations, think tanks, and non-profit organizations; lobbyists; media; current and former members of Congress and congressional staff; current and former leaders in the Executive Branch and from independent regulatory agencies; and much more.



Executive/EMBA Courses 2021

Intensive Executive Residency Programs

Washington, D.C.

Strategically Managing Health Care Policy

Fall 2021 dates to be announced soon

Strategically Managing Public Affairs and Public Policy

Oct. 4-6, 2021

Other Fall 2021 dates to be announced

For more information and registration:

www.washcampus.edu

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The Washington Campus, founded in 1978, is a non-partisan, non-profit 501(c)(3) higher education consortium. The Campus welcomes participants from diverse backgrounds and does not discriminate on the basis of gender, race, orientation, religion, national or ethnic origin, or disability.

Participating 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
And many other program partners worldwide

Participants from accredited non-consortium schools also are welcome to enroll, but should check with their home institutions before registering in order to receive academic credits.

The Washington Campus

Executive/EMBA Courses 2021

More Fall 2021 dates to be announced soon!

Intensive, experiential courses in business, public affairs, and public policy

Washington, D.C.

Strategically Managing Health Care Policy

Strategically Managing Public Affairs and Public Policy

Oct. 4-6, 2021

Strategically Managing Health Care Policy

Washington, D.C.
Fall 2021 dates to be announced soon



Public affairs and public policy profoundly shape the entire health care sector. Executives, entrepreneurs, and health care professionals must understand how the public policy process works and how to more effectively navigate this evolving landscape. This course enables participants to interact directly with health care policy makers and influencers, regulators, and other experts. Participants gain a richer understanding of how to more strategically plan and successfully operate in such a complex and dynamic health care policy environment.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

“Perfect curriculum to understand the relationship between business and health care policy.”

— Recent Health Policy Participant

KEY COURSE TOPICS

- Strategic Challenges in Health Care: Public Affairs and Public Policy
- Breaking the Bank: Understanding Government Health Care Spending
- Health Care: The Legislative Policy Making Process
- Navigating the Acronyms, from CMS to FDA: Regulatory Processes and Agencies
- Insurance and Costs, Coverage and Care: Medicare & Medicaid as Models?
- Shaping Health Policy: Strategic Corporate and Coalition Advocacy
- Emerging Issues in Health Policy: Ongoing Challenges and New Opportunities



Politics and economics of health care policy: Discussion with Governor Howard Dean, M.D.



Future of health policy: Ms. Susan Dentzer, former Editor-in-Chief of Health Affairs



Tour and discussion of health innovation and policy at Center for Total Health on Capitol Hill

Strategically Managing Public Affairs and Public Policy

Oct. 4-6, 2021 | Washington, D.C.
Other Fall 2021 dates to be announced.



The Washington Campus' intensive, experiential, executive residency courses are a unique personal and professional development experience. Participants interact directly with policy makers, influencers, and top executives in both the private and public sectors. Course objectives focus on how public affairs and public policy must be strategically, effectively, and ethically managed in order to create profitable and sustainable 'win-win' solutions for business, government, and society.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

“Fantastic. Very informative. Relevant topics, knowledgeable speakers, valuable insights.”

— Recent Business & Policy Participant

KEY COURSE TOPICS

- Strategic Management of Corporate Public Affairs
- 360 Degree Advocacy: The New Business of Lobbying
- Navigating Critical Regulatory Agencies and Processes
- The Role and Strategic Use of Associations and Coalitions
- Public Affairs, Policy, and the New Media Landscape
- Managing the Politics and Economics of Trade Policy
- Policy Case Studies — e.g., Tax, Cyber, Immigration, Environment



Mr. Greg Maurer, VP, Facebook, on strategy and public policy



Lt. Gov. Michael Steele, former RNC Chairman, on why executives must understand government and politics



Ms. Wendy Cutler, former senior U.S. trade official, on strategically navigating trade negotiations and trade policy



“The expertise, breadth and depth of this program, and the access it provides, is second to none.”

“Opened my eyes — applying this knowledge to my business will be incredibly valuable.”

“Excellent speakers. Exceptional learning. Best part of my professional education — terrific!”

“This course is essential for EMBA’s, aspiring executives and entrepreneurs — anyone who is or soon will be in a leadership position.”

