MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY

Course Schedule - Summer 2021
August 9-13, 2021 and August 16-20, 2021

Engage with the best expert practitioner faculty in the world: those shaping the future of US and global business, public affairs, and public policy. Learn how to lead and succeed in the New Normal of the US and global economies. Core topics include managing corporate strategy and public affairs, business-government relations, lobbying and advocacy, regulation, media, and more:

- Impact of the 2020 elections on the economy, taxes, health care and more
- Future of technology and regulation: antitrust, data, privacy, cybersecurity, AI & policy
- Navigating changing trade and investment policies, new 'nationalisms' and supply chains
- Impact of unprecedented fiscal and monetary policy on finance, US & global economies
- Navigating the rapidly-changing landscape of social media and communications
- Managing the evolving expectations of society and stakeholders re: the role of business

If online, all participants will have the opportunity to join future in-person, in-D.C. programming as conditions and schedules allow.

For more info. and registration:
www.washcampus.edu
info@washcampus.edu

The Washington Campus is a non-partisan, non-profit 501(c)(3) higher education consortium.
From Recent Online Participants

“This course exceeded all expectations. It should be required for all EMBAs and for everyone that sees themselves ever serving in or supporting the C-Suite in any organization.”  
-- CDR G.F., UT-Austin/McCombs, US Navy

“It has been an incredible experience participating in the virtual residency through The Washington Campus. The panel of speakers has been extraordinary. I highly recommend it.”  
-- J.C., Rice-Jones; Educational Consultant, Pearson

“The speakers were excellent. I left with refreshed perspective on how we all, both business and government, must work together on public policy. Thank you to The Washington Campus team for innovating and organizing a fantastic online experience for us!”  
-- C.D., UNC-CH/Kenan-Flagler; Biopharma Tech Manager, GSK

“A great education in business and public policy! I definitely learned a lot – tremendous insights I otherwise would not have had access to. Will definitely recommend this unique online elective option to my classmates!” -- A.M., UCLA-Anderson; Wolters Kluwer Enablon

“Fantastic program – a highlight of my MBA experience. The online curriculum was very valuable, providing access to incredibly qualified speakers and an interesting agenda. Definitely would recommend the course to anyone looking for something outside the traditional MBA course load.” -- J.P., U.Michigan-Ross; Product Development Leadership, Ford

“Great speakers – a fantastic, engaging virtual residency program!”  
-- E.G., ASU-Carey; Engineer Officer, USAF

“The program was fantastic. An amazing online agenda with great speakers that made it so we all wanted to join in. Our interactions really drove the conversation of real-life, real-time scenarios, which was great! It was a highlight of my MBA experience.”  

“Great program!” -- A.H., UCLA-Anderson; Director, Enterprise Services, Microsoft
MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY
A Washington, D.C. (Virtual) Residency Course

**Monday**

PUBLIC AFFAIRS AND PUBLIC POLICY: KEY CHALLENGES FOR BUSINESS
  **Mr. Peter Carson**, Managing Director, Public Affairs, Powell Tate Weber Shandwick

360 DEGREE ADVOCACY: CHANGING ROLES OF LOBBYISTS AND INTEREST GROUPS
  **The Honorable Bruce Mehlman**, Founder and Partner, Mehlman Castagnetti Rosen & Thomas, Inc.
  *Former Assistant Secretary for Technology Policy, U.S. Department of Commerce*

PUBLIC AFFAIRS AND GOVERNMENT RELATIONS: THE EXPERIENCE OF AMERICAN EXPRESS
  **Ms. Amy Best Weiss**, Vice President, Federal Government Affairs, American Express

THE CHALLENGES OF FISCAL POLICY, MONETARY POLICY, AND CAPITAL MARKETS
  **Ms. Maya MacGuineas**, President, Committee for a Responsible Federal Budget

INTEGRATION AND DISCUSSION

**Tuesday**

THE IMPORTANCE OF REGULATORY PROCESSES, POLICY, AND ADVOCACY
  **Mr. Michael Fitzpatrick**, Head of Global Regulatory Affairs, Google
  *Former Head of Regulatory Advocacy, GE*
  *Former Associate Administrator, Office of Management and Budget*

HEALTH CARE POLITICS AND POLICY: CURRENT AND FUTURE CHALLENGES
  **Mr. Julius Hobson**, Senior Policy Advisor, Polsinelli Shughart
  *Former Director of Congressional Affairs, American Medical Association*

U.S.-CHINA RELATIONS: THE CHANGING DYNAMICS OF TRADE POLICY, GLOBAL SUPPLY CHAINS, AND MORE
  **Ms. Wendy Cutler**, Managing Director and Vice President, Asia Society Policy Institute;
  Senior Policy Consultant, Akin Gump Strauss Hauer & Feld
  *Former Deputy U.S. Trade Representative*

PANEL DISCUSSION WITH CONGRESSIONAL POLICY MAKERS – HOW CONGRESS WORKS (OR NOT)

SOCIAL MEDIA AND PUBLIC AFFAIRS: THE NEW NORMAL? – Zoom Cocktail Chat
  **Mr. Anthony Shop**, Co-Founder and Chief Strategy Officer, Social Driver
Wednesday

PANEL DISCUSSION: THE FRONTIERS AND CHALLENGES OF TECHNOLOGY AND PUBLIC POLICY

THE ROLE OF MEDIA IN POLITICS AND PUBLIC AFFAIRS
   Mr. James Hohmann, National Political Correspondent, The Washington Post

THE ROLE OF TRADE ASSOCIATIONS: INFORMATION, ORGANIZATION, AND ADVOCACY
   Ms. Mary Jane Saunders, Vice President and General Counsel, The Beer Institute

CORPORATE PUBLIC AFFAIRS AND BUSINESS STRATEGY: PERSPECTIVES OF A PRIVATE AND MULTINATIONAL FIRM
   Mr. Brad Figel, Vice President, Public Affairs, Mars Incorporated
   Former Global Director of Government and Public Affairs, Nike, Inc.

STRATEGIC ADVOCACY: GROUP EXERCISE

Thursday

THE ROLE OF INDEPENDENT REGULATORY AGENCIES: THE FTC
   Ms. Lesley Fair, Senior Attorney, Consumer Protection, U.S. Federal Trade Commission

IMMIGRATION POLICY: CHALLENGES FOR BUSINESS AND GOVERNMENT
   Mr. Ted Alden, Bernard L. Schwartz Senior Fellow, Council on Foreign Relations

CYBERSECURITY POLICY: ISSUES FACING BUSINESS AND GOVERNMENT
   Mr. Ed Buckley, Senior Vice President, Global Cyber Public Policy, Bank of America

MANAGING PUBLIC AFFAIRS AND PUBLIC POLICY FOR A FOREIGN FIRM: SAMSUNG
   Mr. John Godfrey, Senior Vice President, Public Policy, Samsung

INTEGRATION AND DISCUSSION

Friday

STRENGTH IN NUMBERS AND DIVERSITY: BUILDING EFFECTIVE COALITIONS
   Sara Armstrong, Vice President of Political Affairs and Federation Relations, U.S. Chamber of Commerce

CORPORATE AMERICA’S PROACTIVE SHIFT TOWARDS SOCIAL, ENVIRONMENTAL, & OTHER STAKEHOLDER ISSUES
   Ms. Meredith Singer, Government Affairs Director, IBM

STRATEGIC ADVOCACY IN WASHINGTON
   Mr. Gregg Rothschild, Managing Director, Government Affairs Division, Glover Park Group
   Former Vice President and Policy Counsel, Federal Government Relations, Verizon

INTEGRATION AND DISCUSSION

Adjournment
Sample Syllabus

Syllabus

MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY

A Virtual Washington, D.C., Residency Course for MBA and Graduate and Professional Students

Faculty Directors:

Professor Kathryn Hauser
Senior Vice President for Programs, The Washington Campus

Dr. Mike Lord
President, The Washington Campus

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Due to the ongoing COVID-19 pandemic and related issues, this program will be delivered in an online format. Otherwise, the pedagogical approach and learning goals remain the same. We will explore, explain, and discuss the processes and impacts of public affairs and public policy, especially those that affect business and the economy. Participants will gain a greater understanding of legislative and regulatory processes, the role of lobbyists and other advocates who influence these processes, and the broad array of stakeholders who also shape public policy, including corporations, trade associations, the media, and non-governmental organizations. Additionally, participants will learn how leaders of organizations can most strategically, effectively, and ethically communicate their objectives to inform the policy-making process and otherwise to advance their interests through advocacy.

This course is not designed to be an abstract civics lesson. Experienced practitioners in the public policy arena will share their perspectives on how government really works and which policy-shaping tactics and strategies are more or less effective in different contexts and situations. Participants will interact with a variety of policy and advocacy experts, such as current or former members of Congress and congressional staff, as well as various regulators and federal agencies. These insights will provide participants with critical information about public policy issues and dynamics that are most likely to affect a variety of sectors, both now and in the future.

Participants also will learn how professionals, executives, and entrepreneurs can most effectively and ethically advance their interests by crafting and implementing business strategies that wisely incorporate the critical factors of government, politics, and policy. The ultimate goal of the course is to empower participants to be better executives and entrepreneurs, leaders and citizens. Participants will be more knowledgeable and able to advance their objectives in the context of an ever-changing governmental, political, and policy landscape.
The readings and website references provided in advance will be discussed throughout the course and will serve to prepare you both intellectually and practically. The readings take no more than 10 hours to complete, often much less.

**Assurances of Learning and Course Assessment**

Course grades will be determined by the individual take-home exam (45%), the group advocacy strategy project/presentation (45%), and individual participation (10%).

1. The take-home exam consists of two 1000-word essays, drawn from a choice of key topics and concepts from the assigned readings and course sessions.
2. The team project involves the design of an effective advocacy strategy for the company and public policy issue of your choice (with faculty approval), and its presentation via Zoom.
3. Participation consists of individual engagement during the online course with faculty, speakers and other students.

**Team Project**: You will be assigned to a team of up to five individuals and will have up to two weeks following the virtual Washington residency to submit your project electronically to the faculty director and program coordinator.

In addition, you will be required to present your project over Zoom to your peers in a 15-20 minute presentation. Each team member should participate in delivering the advocacy strategy. Time slots for these presentations will be posted by the program coordinator and will take place approximately two weeks after the course sessions end.

The assignment is to develop an advocacy strategy regarding a federal (U.S.) policy issue that presents a challenge to and/or an opportunity for your selected company or organization. The Power Point presentation you create and deliver should convince the organizational leadership of the importance and wisdom of proceeding with your specific plan of action. It should include many of the strategic considerations and tactical details that will be referenced and discussed throughout the program.

Please make every effort to meet your team at the start of the course week so that you may discuss possible topics and your approach to the project. Read the team project description (attached) in advance in order to get started on ideas. Additional information regarding the content and format of the group project will be discussed throughout the course.

Your team must have your topic proposal approved by the faculty director, in writing or over Zoom, no later than the last day of the virtual residency. This includes the policy topic and company/organization that your team will select for the advocacy project. The project must be completed in a clear presentation format (e.g., Power Point or PDF) and submitted electronically to the program coordinator. It is due approximately two weeks after the residency ends – that is, before the presentation is actually delivered.
Team Project: You will be assigned to a team of up to five individuals and will have approximately two weeks following the course to submit your team project electronically to the faculty director and program coordinator. Additional information regarding the content and format of the group project will be discussed throughout the program. The group project must be completed in a clear presentation format (e.g., Power Point or PDF) and submitted electronically prior to its actual presentation.

The Presentation: Given ongoing conditions, and with management spread across many locations, your team’s presentation will be done via Zoom. You should plan on 15-20 minutes maximum of presentation, and up to 10 minutes of Q&A. Presentations will be scheduled approximately two weeks after the conclusion of the course learning sessions.

The Goal: You, as the corporate public affairs and government relations team, are to create, outline, and detail a public policy advocacy strategy on a current or future federal-level (U.S.) policy issue that will significantly affect your company’s or organization’s operations and performance.

The Scenario: Your ad hoc corporate public affairs and government relations team has been assigned an important task. A national public policy issue has arisen that is of great importance to your company/organization. (The team will pick the specific organization and policy issue.) Top management is keenly interested in the topic and needs your expertise. The company’s entire Washington, D.C. government relations and public affairs staff were dismissed two weeks ago because they were unable to generate a plausible public policy advocacy strategy on several previous major issues.

The Assignment: By chance, the CEO learned that your team has just participated in an intensive “Managing Business, Public Affairs, and Public Policy” seminar. Congratulations! Your team is next in line to take over the task of generating an effective policy advocacy strategy in order to address this critical issue. If you develop and implement a winning strategy, you will be rewarded with a significant promotion.

The Deliverable: Your team must develop a presentation to the company’s top management team. They will not accept a 100-page report on how difficult and complicated things are in Washington, D.C. and in the general public affairs and policy arena. Instead, you have a maximum of 10 Power Point slides to make your case. Keen strategizing, quick prioritization, and clear organization obviously are essential, as are strategic use of data and communications – e.g., infographics, visuals, framing and messaging, etc. Being succinct does not mean that you do not need to address key details. Figure out what and who matters, why, and drill down quickly and deeply into the relevant details.

Factors and Details to Consider

The Business: What is the impact of the specific policy, and the politics that go along with it, on the company’s or organization’s strategy, operations, and ‘bottom line’? How will the company’s overall brand and reputation be viewed by various key stakeholders? Does the company have abundant, or limited, resources and capabilities? How will the team’s political and policy strategy, if successful, enhance the company’s operations, its efficiency and effectiveness, costs and revenues – i.e., its overall performance?
Policy and Political Strategy and Tactics: Define the specific policy objective. What overall policy strategy and specific political tactics will be a good fit for the company and industry? Where should time, attention, energy, and resources be invested? Is the strategy holistic and coherent both internally and externally? Does it properly integrate individual tactics and functions? Is it creative and still realistic? What are the key details? What kinds of compromises might be best (or necessary) in order to carry out the plan? Which tactics will be the most effective? How will they work together to enhance each other? How will they be organized and executed? Who will be involved? How will you counter or co-opt the opposition to your proposed policy change?

Executive Branch and Congress: With regard to the Executive Branch, which federal departments/agencies and regulatory agencies have jurisdiction over your policy issue? Is there an opportunity to involve The White House, Cabinet, or independent regulatory agencies and staff? Which committees or subcommittees of the House and Senate have jurisdiction over your issue? Is this a legislative or regulatory strategy, or a mix of both? How will you gain access to, and have an effective ‘voice’ with, these key stakeholders? How can you enlist the support of or counter the opposition of the Executive Branch, Congress, or other key policy makers?

Other Factors: Be sure to consider the variety of advocacy tools and tactics, including their usefulness and appropriateness for pursuing your objective. What are the roles, if any, of coalitions, the media and social media, associations, ‘grasstips’, grassroots, think tanks, third-party validators, and other key stakeholders in accomplishing your goal?

Details of Your Submission: The title slide does not count as part of the ten slides. The title slide should include: the title (including the policy issue); the company or organization name; the names of each team member; and the date. You should include references at the end; this also will not count toward the 10-slide limit. When you e-mail the finished project, please include your project group number in the subject line.