

Name: Communication and Policy Advocacy					
module/course code IAP61011	Student workload  510  (minutes/week )	Credits (ECTS)  4.53 ECTS	Semester VII	Frequency ODD SEMESTER	Duration  1x per semester
	Types of courses:  Tutorial/Lecture/Response	Contact hours: 150 minutes/week		Independent study:  360 minutes/week	Class size X students: 30 Students (S1)
1	Prerequisites for participation -				
2	Learning outcomes				
	Students are able to understand and identify various concepts and theories of communication and policy advocacy (CPL 1, 2, 3, 10)				
	Students are able to identify various challenges and obstacles in communication and policy advocacy (CPL (1, 2, 19, 22, 24)				
	Students are able to understand and carry out communication analysis and policy advocacy (CPL 2, 12, 18 )				
	Students are able to understand and have the ability to apply the concept of public administration reform through policy proposals and policy briefs (CPL 1, 3, 10, 11, 12)				
3	Description This course has a foundation so that students are able to understand the theory and practice of communication and policy advocacy in various environments and conditions of public administration. As part of public policy, this course also equips students to be able to analyze policy issues that can be communicated and advocated. In addition, in the end, students are able to write policy proposals and evidence-based policy briefs that can be used as the main material for setting agendas, mobilizing support and influencing various parties so that the desired policy goals can be achieved.				
4	Subject aims/Content: 1. Background, scope and definition of communication and policy advocacy; 2. The relationship between public policy analysis and policy advocacy; 3. Policy advocacy capacity; 4. Policy advocacy approaches, strategies and tactics; 5. Policy advocacy skills; 6. Policy research; 7. Community mobilization; 8. Policy communication; 9. Policy advocacy component; 10. Identification of issues and agenda building; 11. Policy proposal development; 12. Anatomy of a policy proposal; 13. Presenting and Defending Policy Proposals; 14. persuasion strategy;				

	<p>15. Advocacy for policy change;</p> <p>16. Strategy development and political action;</p> <p>17. Policy advocacy case studies;</p>
5	Teaching methods lectures, discussions
6	Assessment methods: assignments, Mid-Term Exam, Final-Term Exam, quizzes,
7	<p>Other information e.g. bibliographical references:</p> <ul style="list-style-type: none"> <li>● Jansson, Bruce S. (2007). <i>Becoming an Effective Policy Advocate: From Policy Practice to Social Justice</i>. Thomson.</li> <li>● O'Connell, Shannon. (2011). <i>Policy Development and Policy Advocacy</i>. National Democratic Institute.</li> </ul>