

## MATRICULACIÓN:

La matrícula se realizará preferentemente a través de la página WEB del Centro Mediterráneo <http://cemed.ugr.es>

En caso de dificultad con la matriculación, contactar con el Centro Mediterráneo a través del correo electrónico: [cemed@ugr.es](mailto:cemed@ugr.es)

Código del curso: **26GR28**

Precio: **Gratuito**

### Información básica sobre protección de sus datos personales aportados:

**Responsable:** Universidad de Granada

**Legitimación:** La Universidad de Granada se encuentra legitimada para el tratamiento de sus datos en base a lo estipulado en:

Art. 6.1.e) RGPD: el tratamiento es necesario para el cumplimiento de una misión realizada en interés público o en el ejercicio de los poderes públicos conferidos al responsable del mismo (la difusión del conocimiento y la cultura a través de la extensión universitaria y la formación a lo largo de toda la vida) Ley Orgánica 6/2001, de 21 de diciembre, de Universidades.

Ley 38/2003, de 17 de noviembre, General de Subvenciones

**Finalidad:** La finalidad del tratamiento es gestionar las actividades culturales de la Universidad de Granada. Los usos que se dan a los datos personales son:

Organización de talleres, conferencias, y actividades culturales en general. etc.

Gestión de ayudas para el fomento de realización de actividades culturales.

**Destinatarios:** No se prevén.

**Derechos:** Tiene derecho a solicitar el acceso, oposición, rectificación, supresión o limitación del tratamiento de sus datos, tal y como se explica en la información adicional.

**Información adicional:** Puede consultar la información adicional y detallada sobre protección de datos en el siguiente enlace:

[https://secretariageneral.ugr.es/pages/proteccion\\_datos/leyendas-informativas/\\_img/informacionadicional](https://secretariageneral.ugr.es/pages/proteccion_datos/leyendas-informativas/_img/informacionadicional)

May 8, 2026



UNIVERSIDAD  
DE GRANADA



CENTRO  
MEDITERRÁNEO



FACULTAD DE  
CIENCIAS POLÍTICAS  
Y SOCIOLOGÍA

### EDUCACIÓN ABIERTA

Itinerario 3.- Nuevas fronteras en el análisis sociopolítico

## Innovative Communication Strategies in EU and US Public Affairs and Lobbying

Venue:

**Faculty of Political Sciences and  
Sociology,  
Rector López Argueta Street s/n,  
Granada, seminar room 3**

Coordinación

**José Manuel Jiménez Cabello**

Vice-Dean for Quality, Transfer and Open Education,  
Faculty of Political Sciences and Sociology (UGR)

*5 hours of in-person  
instruction +  
5 hours of students'  
independent work*

**Centro Mediterráneo  
Vicerrectorado de Posgrado y Formación Permanente**

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*\*\*Se recomienda revisar la web del Cemed para obtener  
información adicional y estar al tanto de posibles  
actualizaciones*

## Course Programme

May 8, 2026

10:00-12:30 *First Session*

### Brief Description:

In a first instance, key insights into communication and public affairs / lobbying will be shared for developing a clear background for the seminar; explaining why excellent communication skills (writing, verbal and non-verbal) represent a powerful tool in our society, while considerably increasing chances for a company or organization etc - including for lobbying-related purposes and not only - to become more successful and reputable on the long-term; emphasizing the substantial benefits which Communication can offer in various fields and contexts in our global society.

A set of methods will be presented for communicating in a more constructive manner in different environments, in general, and in the fields of lobbying and public affairs in particular.

16:00-18:30 *Second Session*

### Brief description:

This session will have a more substantial practical approach, mainly focusing on students' brief presentations on the topics addressed at class, while also creating a set of efficient communication and lobbying strategies. The purpose is practically applying some of the key aspects analyzed during this course for better understanding the meaning and the role of Communication and Lobbying / Public Affairs in our society, also for being able to use the most appropriate communication and lobbying tools and methods in various contexts.

### Lecturer Information

**Camelia Nistor** is a PhD University Lecturer at Babeş-Bolyai University in Romania, and at United Institute in Brussels. She is a Fulbright Alumni Visiting Scholar at the George Washington University, and has a PhD Degree in International Relations and European Studies with a thesis on EU Lobbying. Camelia graduated from Babeş-Bolyai University, and Robert Schuman University in Strasbourg, France, she has a Bachelor's Degree in Journalism and Communication Sciences, also two Master's Degrees in International Relations. Camelia lived in Brussels for about 15 years, and gained professional expertise in EU Communication, EU Public Affairs and Lobbying. She worked for 5 years at the Secretariat General of the European Commission, and had collaborations with the European Parliament, EU Affairs consultancies, also with the EU's Office (in Brussels) of the Public Affairs Council, headquartered in Washington D.C

### Introduction

More and more sophisticated communication methods are available in the today's Digital Era, with digitalization and the advanced technology impacting the way in which we communicate and work in various fields or sectors, including in Public Affairs and Lobbying. It is essential analyzing the communication tools and strategies created and applied by professionals in Public Affairs and Lobbying, both practitioners and from the academia, also by decision-makers, and by different relevant categories of external stakeholders. In this context, the EU and US Public Affairs and Lobbying will be analyzed, while specifically focusing on innovative communication strategies developed and applied in the field.

The main objectives of the seminar are: understanding the fundamentals of Communication, Public Affairs and Lobbying, the connections among these fields, also the significant role and impact which they play at the level of our global society. A set of relevant and efficient Communication and Lobbying tools and strategies will be discussed as well. The course is based both on a theoretical and practical component, with group activities being conducted, while engaging in class discussions being strongly encouraged and recommended.

### Student Competences

Creativity, critical and analytical thinking skills will be strongly applied during the seminar. Students will have the possibility to practice intra-personal, inter-personal and group / public communication, also to improve their overall communication abilities.

Students will be able to develop communication and lobbying strategies for academic, social professional contexts etc., in a clear, impactful, and meaningful way for achieving their intended goals.

