

# MA European Public Affairs

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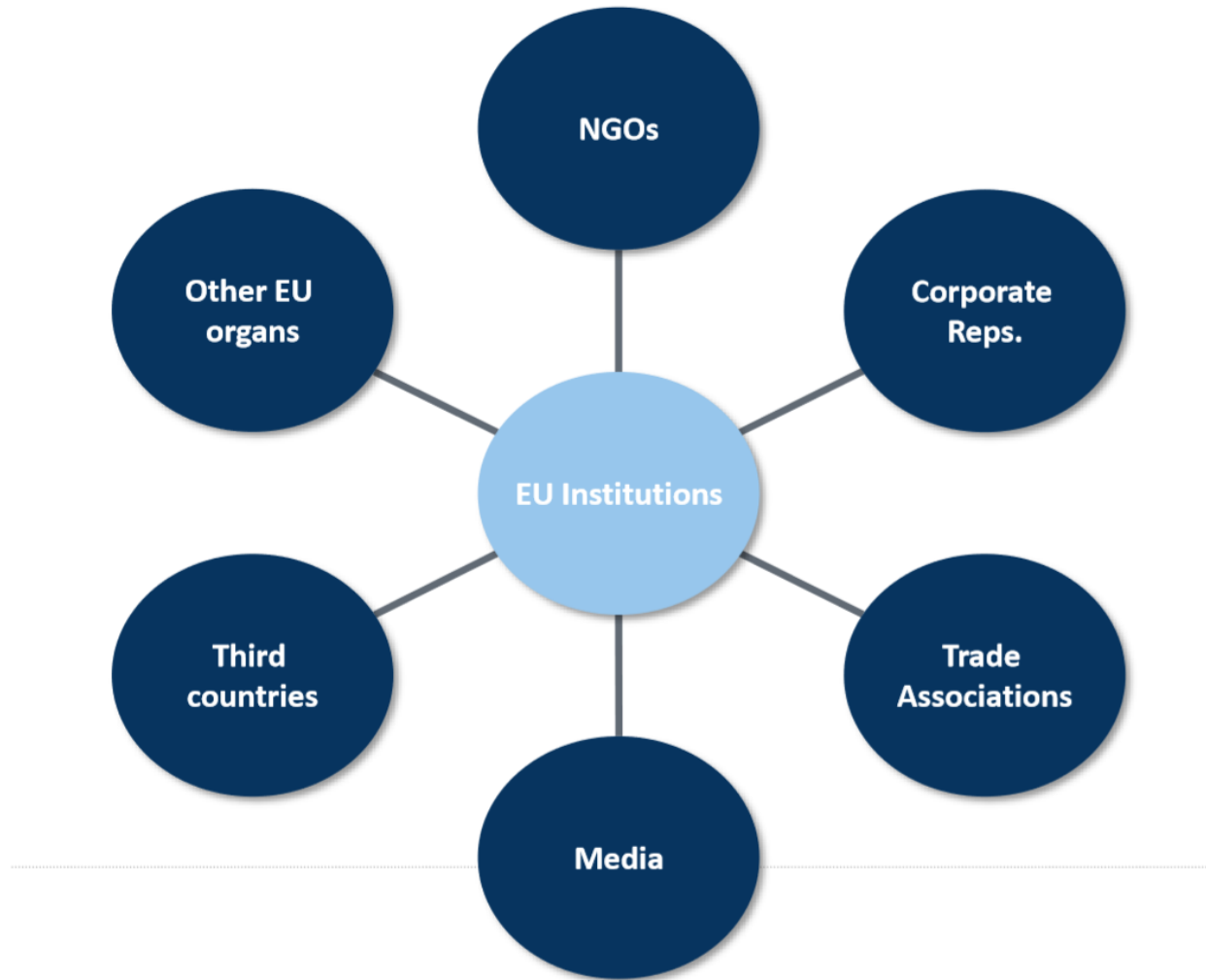
# Core ambition of the MA EPA

MA EPA graduates are academic professionals who:

- can **understand** and **critically evaluate** the complex system of European governance;
- are capable of understanding and **analyzing contemporary** EU policy problems;
- are capable of **researching** and reporting / **communicating** solutions for such policy problems, and;
- have well developed know-how in order that they can **strategically influence** the EU policy process to address such policy problems.



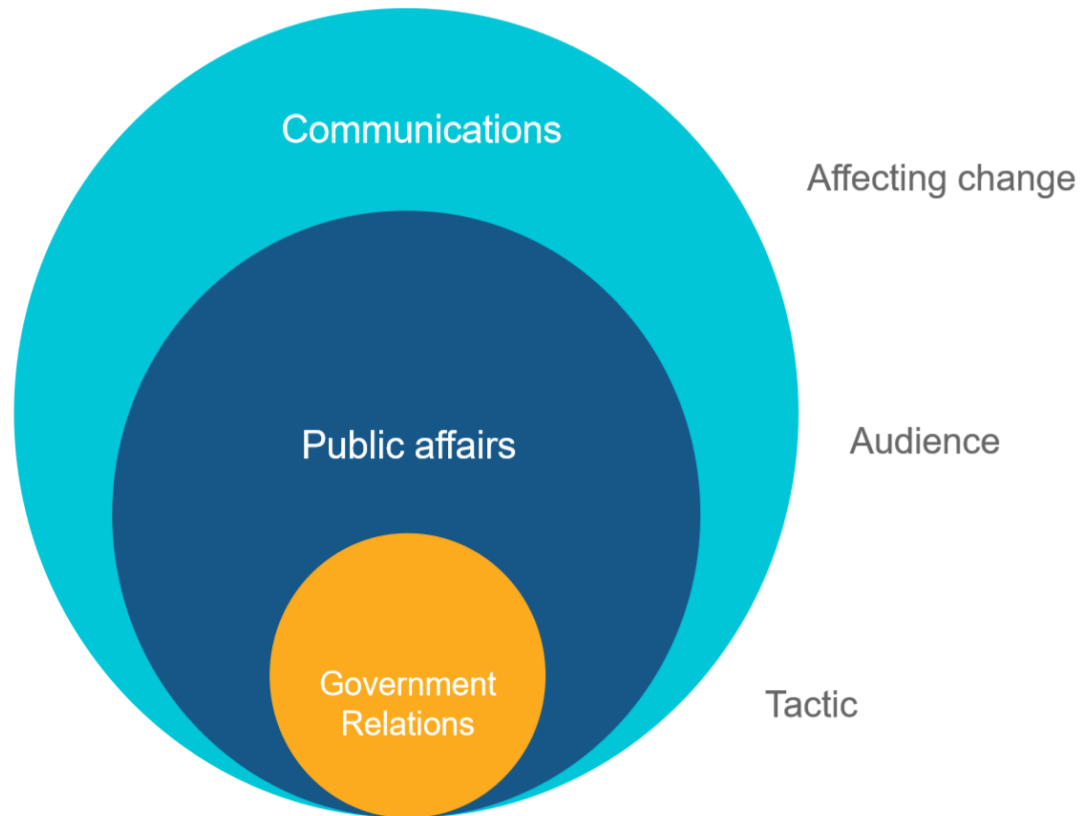
# Organizations/Institutions not in isolation



# Public Affairs

## *Public affairs*

communications that seek to influence the opinion and/or actions of policymakers



# Public Affairs: Knowledge and Skills

<b>KNOWLEDGE</b>	<b>SKILLS</b>
<b>EU <u>Politics</u> (People)</b>	<b>Analysis</b>
<b>EU <u>Process</u> (Law)</b>	<b>Strategy</b>
<b>Issues</b>	<b>Tactics</b>
<b>Communications</b>	<b>Writing</b>
<b>Business</b>	<b>Persuasion</b>
<b>Negotiation</b>	<b>People Skills</b>

# Key distinctive features of the MA EPA

1. Practice-oriented approach:
  - 12-week internship
  - Cooperation with EIPA
  - Many specific hands-on assignments
2. Strong academic foundation with a multi-disciplinary academic perspective
3. International environment

**In sum, EPA acts as a springboard to the professional world!**



Table 2. MA EPA curriculum overview

	Substantive Modules		Integrated skills track (6 EC)			
September, October	<b>Module 1 Perspectives on European Governance</b>		QUIZ + DEBATE	<b>Research and Writing</b> skills cluster	<b>Writing</b> skills cluster	<b>Communication</b> cluster
	EC: 10	Core question: Which domestic backgrounds and theoretical concepts matter for European integration? How does Brussels work?		<ul style="list-style-type: none"> <li>academic writing</li> <li>research agendas in public affairs</li> </ul>	<ul style="list-style-type: none"> <li>policy writing (brief/ factsheet)</li> <li>EU documents</li> <li>information retrieval</li> </ul>	<ul style="list-style-type: none"> <li>debating</li> <li>conveying insight from legal and economic data</li> </ul>
November, December	<b>Module 2 Lobbying in the EU</b>		QUIZ + DEBATE	<b>Research and Writing</b> skills cluster	<b>Writing</b> skills cluster	<b>Communication</b> cluster
	EC: 10	Core question: How can one influence the EU policy process?		<ul style="list-style-type: none"> <li>literature review</li> <li>research designs</li> <li>--theorisation</li> <li>--methods</li> </ul>	<ul style="list-style-type: none"> <li>policy writing (speaking notes)</li> <li>cover letter writing</li> <li>CV writing</li> </ul>	<ul style="list-style-type: none"> <li>reinforcing debating</li> <li>pitching</li> <li>negotiating</li> </ul>
January	<b>Intensified Integrated Skills Track</b>			<b>Research</b> skills cluster	<b>Personal effectiveness</b> cluster	<b>Communication</b> cluster
	Core question: How to move from thesis proposal to blue-print of thesis? How to match theory with case study and methods?	Core disciplines: political science, public administration		<ul style="list-style-type: none"> <li>case study method</li> <li>interviewing</li> <li>survey design</li> <li>document analysis</li> </ul>	<ul style="list-style-type: none"> <li>project and time management</li> <li>peer feedback</li> <li>international</li> </ul>	<ul style="list-style-type: none"> <li>communicating complexity</li> <li>presenting insight systematically</li> </ul>
February, March	<b>Module 3 Implementation and Evaluation of EU Policy</b>		QUIZ + DEBATE	<b>Research and Writing</b> skills cluster	<b>Writing</b> skills cluster	<b>Communication</b> cluster
	EC: 10	Core question: How do EU policies fare in action at the Member State level?		<ul style="list-style-type: none"> <li>implementation</li> <li>analyse evaluations</li> <li>policy studies</li> </ul>	<ul style="list-style-type: none"> <li>digital sources</li> <li>evaluating implementation and evaluation studies</li> </ul>	<ul style="list-style-type: none"> <li>reinforce debating</li> <li>presentation</li> <li>reporting</li> </ul>
April, May, June	<b>Internship Thesis, Work and Report</b>			<b>Research, Writing, and Communication</b> skills cluster	<b>Personal effectiveness</b> cluster	<b>Research, Writing and Communication</b> cluster
	EC: 24	Core question: How can one apply the acquired knowledge and skills in research practice, and how can one academically reflect upon the practical work experience?		<ul style="list-style-type: none"> <li>writing of thesis</li> <li>supervisor's feedback</li> </ul>	<ul style="list-style-type: none"> <li>multi-tasking</li> <li>task prioritisation</li> <li>context switching</li> </ul>	<ul style="list-style-type: none"> <li>applying skills</li> </ul>

Thesis writing

# MA EPA Faculty

	Number of staff involved	Examples
Faculty of Arts and Social Sciences	11	Christine Arnold, Paul Stephenson, Iskander de Bruycker, Petar Petrov
EIPA	7	Sabina Lange, Edward Best, Wolfgang Koeth
External guests	15 +	Justin Greenwood, Aaron McLoughlin, Phedon Nicolaides, Jon Worth, Paul Culley, Laura Shields

# Teaching methods

- **Expert seminars**
  - E.g. on lobbying by Justin Greenwood
  - E.g. on economic policies by Phedon Nicolaides
- **Workshops**
  - E.g. simulating negotiations in the Council (EIPA)
  - E.g. pitching for a client
  - E.g. advising the Commission
  - E.g. writing a policy brief and policy fact sheet
- **Debate**
- **Quiz**

# An EPA Graduation Cohort



# Life after EPA?

## European institutions or bodies

- European Parliament, European Commission, European Central Bank, several Permanent Representations, several EC Delegations to third countries

## National or international institutions

- Council of Europe, UN Office for Industrial Development, International Organization for Migration, several national ministries

## Consultancy

- Grayling, Kellen Europe, Boer & Croon

## Business or interest representation

- BusinessEurope, Philips, European Small Business Alliance, ETUC, Assembly of European Regions, Unilever

## Think tanks, research institutes, journalism

- European Policy Center, International Centre for Black Sea Studies, European Journalism Centre, EIPA



# What makes a good EPA student?

- Strong focus on active participation
- Many presentations and debates
- Group work, group work, and more group work
- Working under pressure (tight deadlines)
- Professional attitude

# Admission

- Deadlines
  - EU/EEA students: 1 June 2020
  - Non-EU/EEA students who need a visa or residence permit: 1 May 2020
- [masteroffice-fasos@maastrichtuniversity.nl](mailto:masteroffice-fasos@maastrichtuniversity.nl)
- The applicants will be selected by the Board of Admission on the grounds of their academic merit and additional qualifications.



# QUESTIONS?

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