



Eva Tomášková
eva.tomaskova@law.muni.cz

Marketing for Lawyers

Basic Principle of Marketing, Goals of Marketing

Lesson 1



Course timetable

- regular lessons:
 - every Monday (12.00 – 13.40)

- Consulting hours: Tuesday (12.00 – 13.30), room 309



Short presentation of yourself

- Where are you from?
- What you like?
- Why did you choose this course?
- Your experience with marketing.
- Topics of marketing which are you interested in.



Course syllabus

1. Basic principle of marketing, goals of marketing
2. Ways of client segmentation, specification of clients, determination of perspective clients
3. Expectation of clients
4. Measuring of clients satisfaction, strengthen client loyalty
5. Customer services offered by lawyers
6. Building promotion and building image
7. Determination position in the market
8. Marketing strategies to attract new clients, ways how to get competitive advantage
9. Communication with clients
10. Building of effective marketing plan and its implementation, Determination of marketing costs
11. Presentation and discussion of semester papers
12. Presentation and discussion of semester papers



Credit Requirements

1. Presentation of news of the topic at the lessons for 3 minutes
 - 1 point for one news for one lesson (no. 2-10)
2. Solution of individual and team tasks
 - 1 point for one lesson (no. 2-10)
3. To write semester paper
 - maximum 14 points
4. To present semester paper
 - maximum 8 points

Grade from this course:

A : 30 – 27 points

B : 26 – 23 points

C : 22 – 19 points

D : 18 – 15 points

E : 14 – 11 points



Semester Paper 1

- Topic:
 - Measuring of clients satisfaction, ways how to increase this satisfaction
 - Customer services offered by lawyers
 - Advertising and lawyers (attorney-at-law offices)
 - Communication with clients
 - ? your theme
- Note:
 - All the semester paper have to include part of theory and part of application
 - Application can be practical (recommendation) or copmarison (e.g. between the situation in different countries)
 - In order to support the prevention of plagiarism, submission for this course will be stored in the standard repository. Every semester paper will be check for its originality.
- Deadline:
 - **October, 31** – deadline for sending email with topic of semester paper
 - **November, 25** – deadline for finishing of semester paper inserting it in Information System of MU



Semester Paper 2

- **Submission Formats:**
 - Email all submissions to: eva.tomaskova@law.muni.cz
 - Email etiquette: do not attach your submissions to a blank email
- **Late/Non-Submissions**
 - Maximum points for late semester paper will be 10.
- **Format:**
 - Length: minimum 1 500 words
- **Presentation of semester paper:**
 - PowerPoint Presentation
 - 12 - 15 Minutes
 - Discussion after presentation
 - Days: 29. 11. and 6. 12.



Literature

- Kotler, P. Marketing, Management. Principles of Marketing
- Principles of Marketing
<http://www.saylor.org/site/textbooks/Principles%20of%20Marketing.pdf>
- other books about marketing
- Czech Bar Association, Available at: <http://www.cak.cz/en>
- Representing Europe's Lawyers



Marketing

- Marketing can be categorized as a branch of business as well as a social science.
- The marketing concept is based on the idea that firms should analyze needs and wants of consumers and use the outcomes to make decisions.
- Marketing involves a range of processes concerned with finding out what consumers want, and then providing it for them.



Subjects of marketing

- product
- service – hairdresser, beautician, tax adviser
- firm (company)
- occasion – sport actions
- adventure - bungee jumping, balloons flying
- person – stars, politicians
- place – regions, cities
- property – banks, real estate agencies
- information – schools, universities, journals

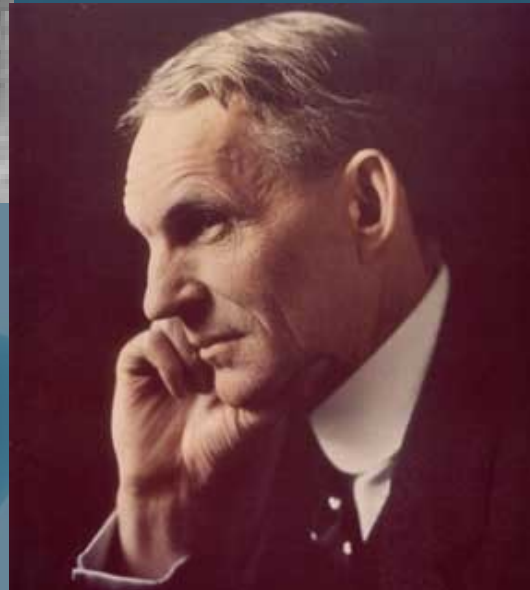
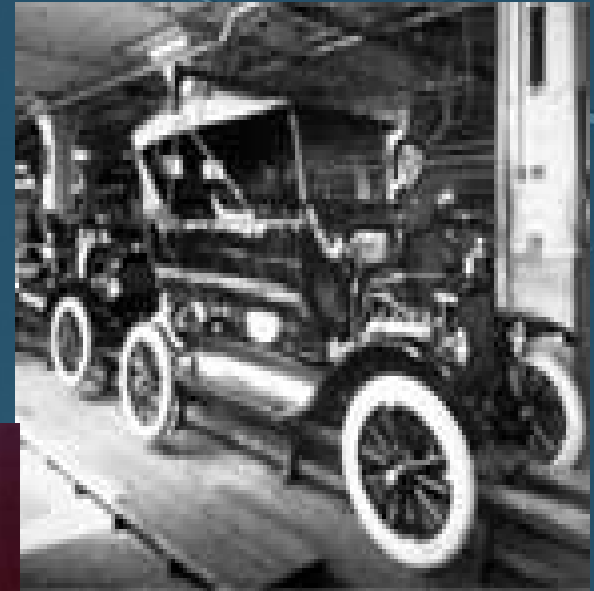


Development of Marketing

- It was first put forward by economist Adam Smith in *The Wealth of Nations* in 1776. The concept was only adopted on a wide scale from around the 1950s.
- The **production concept** dominated from the start of the industrial revolution until the 1920s. This is where firms produced the outputs they could make most efficiently, and this would create product demand.
- The **sales concept** became dominant by the 1930s when strong competition and little unmet demand meant firms had to crank up their sales efforts through personal selling and advertising.
- After World War II firms analyzed what consumers needed or wanted. The **marketing concept** took over. Firms analyzed the market, segmented it, conducted market research, developed products, and came up with strategies to sell them. The principles of marketing stem from the marketing concept.



Production concept





Sales concept







Shopping

- Do you like shopping?
- How often do you go shopping?
- What is the main reason to buy something?



Shopping

- The act of shopping is more often emotional than logical.
- Marketing experts teach that after showing the prospects the features of a product and the benefits of each feature, is necessary to give customers an emotional push.
- The buying decision starts with the head and ends with the heart.
- Impulse for buying does not happen sometimes, it happens more often than customers think.
- It is necessary to make the product unique and different. But, in the end suppliers must make the buyer feel good about it.
- Pride of owning a Mercedes, or a Jaguar feeds the human ego. A person who owns a prestigious object feels that he is a cut above the rest.



Marketing Principles

- Marketing principles include:
 - an environmental or situation analysis of the firm's internal and external environments,
 - segmentation of the market,
 - consumer and market research,
 - product development,
 - pricing,
 - distribution,
 - promotional strategy,
 - marketing planning,
 - and measuring the progress of marketing strategies and actions.



Internal and External Environment

A firm needs to understand its internal and external environments.

- **Internal environment**
 - The company must know its capabilities, products, image, strengths and weaknesses, and culture.
- **External environment (environmental or situation analysis of):**
 - its collaborators
 - It should look at its suppliers, consultants and distributors, and their respective capabilities, strengths, and weaknesses.
 - its customers
 - It analyzes its existing and potential customers, the market such as its size and growth, what consumers want, what motivates them to buy, where and how they buy, and trends in consumer behavior.



External environment

- its competitors
 - The firm examines each main competitor in terms of size, products, strategies, market share, and strengths and weaknesses.
- and the business climate.
 - It also analyzes climate including aspects of the political and regulatory environment that will impact on the firm and the market; the economic situation such as growth rates, cycles, inflation, and employment levels; technology; and the international environment.



Main Goal of Marketing

- Main goal of marketing is:
 - coordination all activities with a focus on building value for the customer and the organization
 - achieving greater customer satisfaction
 - achieving greater customer loyalty
 - = increasing of business performance (profit)
- Creating real value for customers requires that all marketing and sales initiatives converge at the customer with a true understanding his/her needs.



Task

- Chose a product
 - (you like to go shopping or you often go shopping, e. g. notebook, perfume, coffee etc.)
- Write all required features of an product



Basic Principle of Marketing

- Basic Principle of Marketing = The Marketing Mix or the "4 P's " are:
 - Product
 - Price
 - Promotion
 - Place (or distribution)
- "5 P's" + People
- "7 P's" + Processes, Physical evidence
- "9 P's,, + Packaging, Payment



Product

- Product issues can include:
 - a brand name,
 - trademarks,
 - functionality of the product,
 - differentiation,
 - quality,
 - safety,
 - packaging,
 - repairs and
 - customer services.



Price

- is determined by:
 - costs,
 - market share,
 - consumer demand,
 - substitutes,
 - price elasticity of demand,
 - type of market (e.g. monopoly, or perfect competition),
 - and the objectives of the firm.
- The object might be to:
 - increase profits (higher price) or
 - gain market share (lower price).



Place

- Place or distribution includes:
 - distribution channels,
 - branch network,
 - inventory management,
 - warehousing,
 - transport,
 - and use of wholesalers and retailers.



Promotion

- Promotion is about:
 - advertising, e.g.:
 - television,
 - outdoor,
 - newspaper,
 - magazine,
 - radio,
 - internet,
 - and direct
 - word of mouth,
 - point of sale,
 - public relations, and
 - publicity.



the E's

- **Product - has changed to - Experience**
What does a customer encounter related to purchasing and using your product/service?
- **Place - has changed to - Everyplace**
There's just SO MANY methods for conveying your message: SMS, countless social media websites, video games, product placement in places like TV, Movies, internet video clips.
- **Price - has changed to - Exchange**
With so much on the web being offered for free, pricing has become much different.
- **Promotion - has changed to - Evangelism**
With so many more message channels, we can't just bombard people with messages and hope they'll pick them up.



Conclusion

- What marketing is?
- Which marketing principles are?
- What customers want?