



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 p. m.) - room 042

- Consulting hours: Wednesday (9.00 – 10.00 a.m.), room 309



?

- Why did you choose this course?
- What is your idea about this course?
- Did you have any knowledge or experience with marketing?
- What you would like to hear? - Do you have any recommendations?



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. Determination position in the market
7. Building promotion and building image
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 paper
12. Presentation and discussion of semester paper



Credit Requirements

1. Attendance (minimum 6 lessons)
2. Solution of individual and team tasks
3. Presentation and discussion on semester paper



Semester Paper

- Theme:

- 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

All the semester paper will include part of theory and part of application
(for example – comparison between your country and CZ)

- Till October, 31 – send email with theme of semester paper

Format:

- Length: minimum 1 500 words
- Deadline: (November, 30)
- Send: by e-mail



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

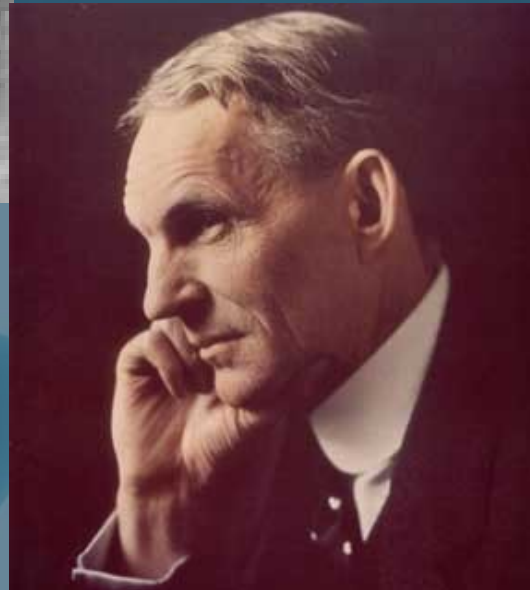
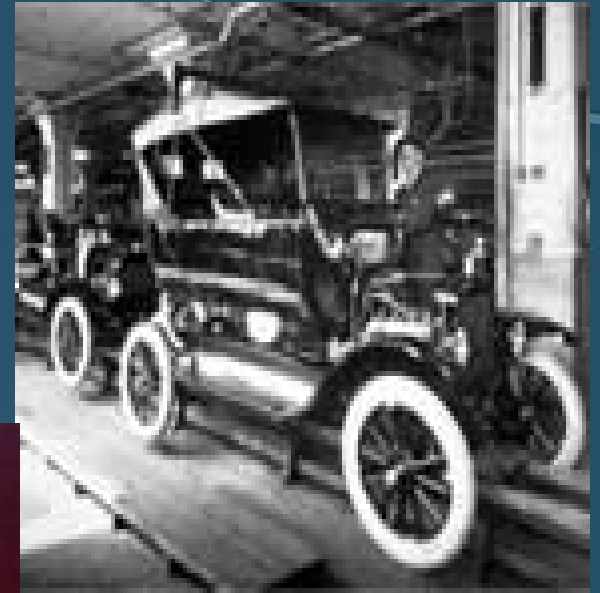


Development of Marketing

- 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

- Create 3 groups
- Chose a product for a group
 - (you like to go shopping or you often go shopping, e. g. notebook, perfume, coffee etc.)
- Write all required features of an product by all members of the group



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.



Conclusion

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