OVERVIEW
OF A
MARKETING PLAN
FOR
CO-OP PROGRAM
WITH
FOR PROFIT PLACEMENTS

Introduction
✧ Develop a clearly defined description of the co-op program with administration.
✧ Consider having an advisory board with members of the community as well as faculty who are well connected based on their practice history.
✧ Create a companion course with the co-op program focused on either law firm or corporate practice.
✧ Try a pilot program one semester to gauge interest with students and field placements.

Market Analysis
✧ Research businesses in your geographic area to determine if they have in house counsel.
✧ Compile the number of solo, small, and medium size law firms in your geographic area.
✧ Understand the landscape of the legal job market and where opportunity exists to pair students with field placements.

Target Market
✧ Start with your local community if possible and target either law firms or corporations.
✧ Create marketing materials that explain, in simple terms, the benefit to the co-op partners for participating in the program.
✧ Network with organizations with which your target co-op partners are members and attend continuing legal education classes.
✧ Make sure you cement relationships with reoccurring co-op partners before expanding your target market.

Competitive Analysis
✧ Understand the competition of other graduate schools in your geographic area offering similar programs and be able to differentiate your co-op program.
✧ Be able to address concerns co-op partners have of participation taking too much time, expense, and resources for one semester to be worth their while.
✧ Do a SWOT analysis to analyze the strengths, weaknesses, opportunities, and threats in the marketplace to a co-op program.
Sales and Marketing Strategy

✧ Staff the co-op program appropriately with one faculty member who teaches the companion course and a recruiter from the center for professional development to assist as well as an administrative assistant.
✧ Utilize connections of other faculty members to create field placements.
✧ Work closely with your center for professional development to create synergy with the field placements, the postings of jobs, and the sharing of contacts.

Pricing Strategy

✧ Decide the number of credit hours for the companion course for each section of the co-op program.
✧ Research a range for the wages of the students for paid internships to inform the field placements.
✧ Determine whether those students participating in unpaid internships with for profit placements should earn additional credit hours.

Sales Forecast

✧ Create marketing materials to spark the interest of students.
✧ Set realistic expectations of the number of students who will be picked for a field placement since the co-op partners decide which student they want as an intern.
✧ Set realistic numbers of students that will be able to participate based on the resources you have to develop the co-op program and the market analysis.

Sales and Marketing Budget

✧ Be clear on funding you are receiving for a co-op program.
✧ Allocate your budget wisely, i.e., marketing materials, networking functions, conferences and resources. You may want to add an adjunct professor as you add another section of the co-op program if the section is not your specialty.
✧ Your budget may be higher initially as you are developing connections for field placements and creating marketing materials.

Goals

✧ Set target goals for the number of students that you will have in the corporate counsel section of the co-op program each year after the pilot program.
✧ Decide when to add another section of the co-op program and set new target numbers of students accordingly.
✧ Make sure your goals are in line with the percentage of the future enrollment of the school that will be required to do experiential learning.
✧ Record job placement post graduation that resulted from co-op program.
**CO-OP PROGRAM COMPANION COURSES:**

**CORPORATE CO-OP SECTION FOR PLACEMENTS**
- WITHIN A CORPORATION OR AN ORGANIZATION -

**Topics**
- Corporate Governance
- Ethics
- Employment Law
- Contract Negotiations
- Compliance
- Intellectual Property

**Possible Assignments**
- Presentation of the organization and structure of the company for which the student is interning
- Simulation in class of an ethical dilemma of representing the company’s best interest versus an officer of the company
- Create an employment agreement
- Have two students on opposing sides negotiate a real world contract to see what changes they would make
- List the legal risks of the company the students are interning for as well as the industry the company is in
- Create a social media policy for the company the student works for or critique and update if there is one in place

**LAW FIRM CO-OP SECTION FOR PLACEMENTS**
- WITHIN A CIVIL LAW FIRM -

**Topics**
- Ethics
- Professionalism
- Client Centered Law Practice
- Law Firm Management / Billable Hours
- Rain Making
- Pre-trial Discovery

**Possible Assignments**
- Profile of Firm With Whom Student is Interning
- Client Engagement Letter
- Complaint
- Answer
- Interrogatories / Requests for Production
- Trial Brief