
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