

E-learning: Business development & marketing

Synopsis

Successful law firms ensure that all of their lawyers are involved in business development and marketing activities. This e-learning course looks at how law firms get work and what you can do to play your part.

Duration

30 minutes

Format

You can work through the course at your own pace. You can stop at any time. The next time you log-in you will be prompted to restart the course at the place you left off.

Delegates

Suitable for all lawyers wanting to contribute more to business development

Outcomes

As a result of completing this course, you will:

- understand the difference between business development and marketing;
- know how law firms generate new business;
- have considered how to support the activities of your marketing department;
- know what you can do to contribute to business development and marketing.

Content

- How law firms generate business
- Marketing or business development?
- Case study exercise
- Playing your part