

**LAW OFFICE MANAGEMENT:
ADVANCED LEGAL MARKETING AND ETHICS
INFORMATION & POLICIES FOR FALL 2017
CHARLES BROWN**

Office Phone: 800-600-4210
Course Schedule: M 8:30 to 10:00 Synchronous Distance Learning
1.5 hours Asynchronous

Purpose of the Course: The purpose of this course is to teach you the practical skills and ethical requirements for marketing a law firm. While many different marketing techniques will be discussed, the class is primarily centered around online marketing.

Grading:

Attendance and Participation (See below) (50%)

Quizzes - 25%

Participation - 25%

Project (25%)

Complete a marketing plan for a law firm

Certification (25%)

Obtain either Adwords certification or Facebook Ad certification (or equivalent as agreed to between student and professor)

ATTENDANCE: Each synchronous class will begin with a brief quiz over the asynchronous material.

GRADES: The Law Center requires that the final grades conform to a specific curve and I comply with that requirement. Consequently, class attendance, participation, and quiz grades can, and often do, separate the top performers from the middle of the pack. If you need to achieve a very high grade and do not intend on attending and participating in class, please select another course. While I appreciate the need for high grades, I am powerless to change the school's grading curve.

TOPICS COVERED: Below, you will find a general outline of the areas covered in this class. Because the goal of this class is to stay at the cutting edge of legal marketing, the topics will change and will frequently come out of sequence. Further, as this class depends in part on the research and work of the students in the class, additional topics may be covered.

1. Goal of Marketing
 - a. Top of Mind
 - b. Brand Marketing
 - c. Direct Response
2. Types of Marketing
3. Primary Business Models for Law Firms
4. Marketing Tactics for Law Firms and Lawyers
5. Marketing State Bar Rules
 - a. Texas Rules
 - b. ABA Model Rules
6. Online Marketing
 - a. Google AdWords
 - b. Facebook Ads
 - c. Search Engine Optimization
 - d. Paid Directories
 - e. Other Online Marketing Tools
7. Third Party Marketing Tools
8. Reporting and Tracking
 - a. Goals
 - b. Execution
9. Components of an Effective Marketing Plan

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to the demands of a professional program, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling [713-743-5454](tel:713-743-5454) during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the “Let's Talk” program, a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/caps/outreach/lets_talk.html