

## 730-780 Managing Clients

<b>Credit Points:</b>	12.500
<b>Level:</b>	Graduate/Postgraduate
<b>Dates &amp; Locations:</b>	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 24 - 26 contact hours per subject. Total Time Commitment: The time commitment for this subject depends on the candidate's background and experience.
<b>Prerequisites:</b>	Note Candidates wishing to enrol in this subject must meet the following additional entry requirements: # A degree in law leading to admission to legal practice (LLB, JD or equivalent), or equivalent and at least three years documented relevant professional experience; <i>or</i> # An undergraduate degree in a relevant discipline and at least five years documented relevant professional experience.
<b>Corequisites:</b>	N.A.
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	N.A.
<b>Coordinator:</b>	Mr Joel Barolsky
<b>Subject Overview:</b>	<p><b>Objectives:</b></p> <p>A candidate who has successfully completed the subject should:</p> <ul style="list-style-type: none"> <li># Understand how value is created in business-to-business relationships</li> <li># Understand what drives clients behaviour and their perceptions of value</li> <li># Be able to implement a comprehensive client relationship management program across the organisation</li> <li># Be able to undertake market segmentation analysis</li> <li># Be able to analyse and optimise current pricing practices</li> <li># Know how to build the organisations brand and promote the organisations people, products and services</li> <li># Know how to win new business through formal tenders and pitches</li> <li># Know how to expand client relationships and to maximise their full potential.</li> </ul> <p><b>Syllabus:</b></p> <p>This subject has been designed for candidates to be more effective in identifying, winning and building successful client relationships. The subject will cover key processes and frameworks in formulating marketing strategy as well as relevant elements and specific challenges of executing strategy.</p> <p>Principal topics will include:</p> <ul style="list-style-type: none"> <li># Marketing within a legal organisation</li> <li># How and why clients buy</li> <li># Positioning and profile building</li> <li># Client acquisition</li> <li># Client relationship management at the organisational level</li> <li># Client relationship management at the individual level.</li> </ul>

<b>Assessment:</b>	Take-home examination (60%) (20-23 June) Research assignment 4,000 words (40%) (31 July)
<b>Prescribed Texts:</b>	Core subject materials will be provided free of charge to all students. Some subjects require further texts to be purchased. Please visit the subject homepage on the Melbourne Law Masters website by following the link at the bottom of this subject entry.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	Please see the Subject Objectives for this information.
<b>Links to further information:</b>	For the latest information on this subject, please visit: <a href="http://www.masters.law.unimelb.edu.au/subject/730780">http://www.masters.law.unimelb.edu.au/subject/730780</a>