

# Case Study: New Course Design for a Major Law Institute

## PAIN POINTS

- The client considered a 10-week course for new corporate counsel attorneys. SIS assisted in the evaluation of interest in this course and thoughts toward design, marketing and ultimate a business case for this course. The purpose of this project is to work with the client and develop a solid methodological approach with clear rationale to decide the functional, human factor and timing-related issues relevant for feedback instruments. Moreover, SIS worked to develop, implement and monitor the usage of this new instrument throughout select client's course offering.



## RESEARCH METHODOLOGY

This project is conducted in three different phases:

- **Phase I: Desk Research**

SIS made an extensive analysis of career enhancement and continuing education courses related to the legal industry, with specific focus on Patent-related career courses. Additionally, SIS studied comparative pricing, scheduling and, where possible, student demand for these courses.

- **Phase II: Qualitative Interviews**

Based on secondary research, and in collaboration with the client, SIS conducted thirty in-depth interviews with Patent Lawyers at three different stages of their career (a) beginning, b) 3-5 years, and c) More than 7+ years) to better understand the shifting interests of the market place toward career enhancement curriculum.

- **Phase III: Quantitative Interviews**

Taking key learning from Phases I-II, SIS provided a quantitative assessment of findings centered on pricing, preferences and placement (e.g., location vs. distance learning) of client's patent law course. SIS surveyed 200 Patent Attorneys.

## FINDINGS

- SIS analysis yielded a clearer understanding of competitive positioning (**pricing, preferences and placement**) for the client in the patent-related education space.
- The client was able to create a new framework to **measure success** and **failure** of the surveys.
- As a result, the client developed a new survey, with the use of new instruments, to improve surveys and eventually **improve** their Patent-related career **courses**.