

# CORE COMPETENCIES ONLINE

Legal marketing and business development professionals looking for a flexible, cost-effective and timely training tool have one at their fingertips with **CORE**: Your Continuing Online Resource for legal marketing Education.

This web-based, on-demand learning portal gives you immediate, unlimited three-month access to learning modules that you can choose according to content level, firm size or core competency. Start training when you can, stop when you need to, then just pick up where you left off.

Search the entire library of educational resources to elevate skills in all 10 legal marketing and business development core competencies — or purchase packaged curricula covering hot topics in today's legal industry such as:

- Social media
- Branding
- Competitive intelligence
- Client service
- Law firm finance, metrics and rankings

Don't miss this opportunity to propel the success of yourself and your entire legal marketing and business development team.

## Education That's Perfect for You

Find relevant education for your specific professional environment. All learning modules are classified according to:

### Content Level

- Essential
- Mezzo
- Advanced
- Master

### Firm Size

- Small: 20-100 attorneys
- Medium: 101-250 attorneys
- Large: 251+ attorneys
- Solo marketer/consultant

### Core Competency

- Branding
- Business Development
- Business of Law
- Career Development
- Communications
- Event Management
- Public Relations
- Research
- Strategic Planning
- Technology



Learn more and start your personalized training program today —

[www.legalmarketing.org/education](http://www.legalmarketing.org/education)

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