

Name of university, Name of faculty: Trnava University
Faculty of Law

INFORMATION SHEET OF THE SUBJECT

Code: XNKVb009		Name: Marketing, Public Relations, and Strategic Presentation in the Legal Profession	
Cover: Institute of Clinical Legal Education			
Type of educational activity: Lecture, Practise		Number of credits: 4	Recommended semester: WT
Scope of educational activity (in hours): Weekly: 0/2 For term of study: ZS 46/,24			Study grade: Bachelor
Method of educational activity: Combined			
Recommended semester	Study programme		
1.year WT	Law (XDŠBc-PR) Law (XEŠBc-PR-23)		
Underlie subjects:			
Conditions for passing the course: Method of evaluation: Completion by a continuing assessment Continuous evaluation: Partial presentations during the semester. Rating: A: 100%-91%, B: 90%-81%, C: 80%-71%, D: 70%-66%, E: 65%-61%, FX: 60%-0%. Final evaluation: Completion by a continuing assessment Finished: By ongoing evaluation.			
Learning outcomes: By completing the course, students will gain a comprehensive foundation in the fields of marketing, Public Relations (PR), strategic presentation, and personal branding with a specific focus on legal practice. They will learn how to build their professional reputation and digital footprint while still a student, mastering both the verbal and visual aspects of communication. Within the framework of strategic communication, they will acquire the ability to transform complex legal arguments into engaging storytelling and effectively visualize data so that it is immediately understandable to both clients and the general public. Furthermore, the student will master media communication techniques, including handling television interviews, writing press releases, and implementing crisis communication in the event of client or firm misconduct. In the area of marketing and sales, they will understand the customer journey, the fundamentals of pricing, and the art of "pitching" for new business acquisition. Additionally, they will gain practical skills in professional negotiation and the use of psychological tools in litigation, all while respecting the ethical boundaries of marketing and the risks associated with social media.			
Schedule of subject: BLOCK I: PERSONAL BRAND AND STRATEGIC PRESENTATION • Week 1: The Lawyer as a Brand Why is a degree no longer enough? Lawyer archetypes (the expert, the fierce advocate, the advisor). Building a digital footprint: LinkedIn vs. reality. Output: Audit of one's own digital footprint and setting up a professional profile. • Week 2: Storytelling in Law – How to Sell an Argument People don't remember sections or clauses; they remember stories. Story structure in legal filings. Emotional vs. rational appeal. Output: Transforming a boring legal opinion into an engaging story (300 words). • Week 3: Visual Presentation No more "walls of text." How to create legal presentations that don't put people to sleep (Canva, PowerPoint for pros). Visualizing data and processes so the client understands the invoice and the contract at first glance. Output: Creating a 3-slide presentation of a complex court ruling (case law). • Week 4: Body Language and the Psychology of First Impressions Power posing, gestures, and eye contact: on camera vs. in the boardroom. Dress code as a communication tool (Psychology of color and style). Output: Video analysis of a 1-minute introduction ("Elevator pitch"). BLOCK II: PR, MEDIA, AND PUBLIC SPACE • Week 5: Public Relations (PR) for Law Firms The difference between advertising and PR. How to become a quoted expert in the media. Writing "media-friendly" outputs: Press release vs. blog post. Output: Writing a commentary on a current legal topic for a mainstream daily newspaper. • Week 6: Media Training – The Lawyer on Camera How to handle a reporter's "ambush." Bridging techniques – how to pivot from an uncomfortable question back to your topic. Output: Simulated television interview on camera. • Week 7: Crisis Communication When the client (or the firm) makes a mistake. Timing the reaction (The Golden Hour). Honesty vs. confidentiality. How to save face without admitting guilt. Output: Preparing an initial statement during a simulated crisis. • Week 8: Social Media Legal cases in the era of Facebook and TikTok. Influencing public opinion during a trial. Ethics and risks of social media marketing. Output: Proposal for a communication campaign for a controversial legal case. BLOCK III: MARKETING, SALES, AND NEGOTIATION • Week 9: Marketing Legal Services and Client Acquisition Understanding the Customer Journey. Pricing as a communication tool (Why is a cheap lawyer suspicious?).			

Output: Proposal of a marketing package for a new law firm.

- Week 10: The Art of "Pitching" – How to Win a Client

The business meeting: From "small talk" to signing the contract. Identifying client needs through questioning.

Output: Simulation of a business meeting with a demanding client.

- Week 11: Negotiation as a Communication Dance

Psychological tricks in negotiation (Price anchoring, silence as a weapon). Handling an aggressive opponent and emotional intelligence.

Output: Pair negotiation on the terms of an out-of-court settlement.

- Week 12: Integrated Campaign

Final project presentations.

Simulation: The student must present a legal solution to a client, defend it before the media, and resolve a crisis question from the audience.

Recommended reading:

Basic recommended literature:

KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I. Marketing 6.0: Budoucnost ve znamení zážitků. Praha: Grada, 2025.

TOMIČ, Z. – SMERIGA, P. Politická komunikácia. Banská Bystrica: Belianum, 2023.

Other recommended literature:

KNIHOVÁ, L. AI Marketing Playbook: Jak ChatGPT a umělá inteligence mění svět marketingu. Praha: Grada, 2024.

KUCHTA, M. – ŠÁŠKY, M. – DRÁBIK, P. Digitálny marketing: Marketingová komunikácia na internete. 2nd ed. Bratislava: Grada, 2024.

KUCHTA, M. – JANKOVIČ, M. Manažment sociálnych sietí. Bratislava: Grada, 2023.

ORESKÝ, M. Biznis marketing: Individualizovaný marketingový prístup k biznis zákazníkom. Bratislava: Grada, 2023.

JÍLKOVÁ, P. Service Design Management: Jak navrhovat a inovovat digitální služby. Praha: Grada, 2024.

DRÁBIK, P. et al. Marketingová komunikácia a digitálne médiá. 2nd expanded, modified ed. Bratislava: Ekonóm, 2023.

KOUDELKOVÁ, P. et al. Digitální marketing v nové éře regulace. Praha: Grada, 2026.

TOMIČ, Z. – SMERIGA, P. Politická komunikácia. Banská Bystrica: Belianum, 2023.

HASAN, M. Vyhraj každú debatu: Umenie argumentácie, presviedčania a verejného prejavu. Bratislava: Ultimo Press, 2024.

LOŠŤÁKOVÁ, O. Od dobrého ke skvělému lektorovi: Praktický průvodce pro úspěšná online i offline školení. Praha: Grada, 2025.

PLAMÍNEK, J. Komunikace a prezentace: Umění mluvit, slyšet a rozumět. Praha: Grada, 2023.

Language requirements: Slovak

Notes:

Student's workload: 100 hours

Combined study (C, K): 24 hours

Study of literature and documents in Moodle: 76 hours

Course evaluation:

Assessed students in total: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

Vyučující: Mgr. Bc. Peter Hajnala, PhD., MBA

Date of last change: 01.09.2026

Approved by: prof. PhDr. JUDr. Tomáš Gábriš, PhD., LL.M., MA