MARKETING MANAGEMENT IN IT SPHERE

Minsk 2017

1. COURSE PLAN

Course code

Year of study	Semester	Academic hours					Hours of course work	ECTS	Number of hours
		Total	Lectures	Lab	Practice/ seminar	Independent work			
3	6	136	66	-	70		-	5	Full-time
3	6	136	16	-	18	102	-	5	Part-time

2. COMPETENCIES

1. Analyze perspectives and directions of development of information systems and technologies.
2. Perform comprehensive testing of the developed software products and applied software.
3. To be able to apply basic scientific and theoretical knowledge to solve practical problem.
4. Build and optimize models of various systems and processes .
5. To be able to work independently and in a team.
6. Develop industrial program of organization in conformity with market demands and organization resources, coordinate activities of organization departments to implement the program.
7. Promote output of new kinds of products.
8. Ensure smooth operation of organization, manage stock efficiently, choose the optimal regime of dealing with suppliers and consumers.

3. COURSE GOAL

1. The study of the basic concepts, categories, methods and principles of marketing in the IT field.
2. Acquisition of theoretical knowledge, skills and practical skills in the field of marketing management in IT organizations.
3. Mastering the principles and methods of marketing management of an IT organization for effective professional activities.

4. COURSE OUTCOMES

1. Be able to apply basic scientific and theoretical knowledge in the field of marketing management for solving practical problems.
2. Be able to investigate the situation on the IT market and develop an IT marketing strategy for the organization.
3. Be able to generate ideas, think critically, carry out business communications.
4. Be able to plan and organize marketing activities in IT organizations, conduct audit and control the effectiveness of marketing activities.
5. Have skills related to the use of technical devices, information management and work with a computer.

5. COURSE CONTENT (full time)

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
1.	**Essence and features of marketing in the IT sphere**	**10**	**6**	**4**			
1.1.	1. Principles and tools of modern marketing in the IT sphere. 2. The role of marketing in the creation and management of a competitive offer on the IT market. 3. Marketing as a system for managing the activities of IT organizations.	2	2				Written assignment on e-learning portal.
1.2.	1. Interaction of supply and demand on the market of information products.	4	2	2			Situational tasks.
1.3	1. Features of marketing in the service and product models of business management of IT companies. 2. Features of B2B and B2C marketing in the IT sphere.	4	2*	2		2* the task may be completed by students by their own	Test.
2.	**Information support for marketing at IT organizations**	**16**	**8**	**8**			
2.1	1. Information support for marketing at IT organizations. 2. Methods of collecting marketing information on the IT market.	4	2*	2*		2* the task may be completed by students by their own	Test.
2.2	1. Building of a marketing information system in an IT organization. 2. CRM-systems for marketing and business purposes of the IT company. 3. Smart devices in information support of the IT-company.	4	2	2*		2* the task may be completed by students by their own	Written assignment on e-learning portal.
2.3	1. The role of web analytics in the business process of an IT company. 2. Web statistics systems.	4	2	2			Written assignment on e-learning portal.
2.4.	1. Organization and implementation of marketing research in the IT market: content, guidelines, objectives and tools. 2. Evaluation of the results of marketing research.	4	2	2			Situational tasks.
3.	**Analysis of the IT market and formation of marketing complex of the IT organization**	**14**	**6**	**8**			
3.1.	1. Methods of analysis in IT marketing. 2. Analysis of the market potential and capacity of the IT market.	4	2	2*		2* the task may be completed by students by	E-learning portal forum (discussion).

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
						their own	
3.2.	1. Evaluation of the level of competitiveness of the IT market and identification of existing and potential competitors of the IT organization.	2		2			Mini-case.
3.3.	1. Segmentation and selection of target segments of the IT market. 2. Formation of the marketing complex of the IT organization.	4	2*	2		2* the task may be completed by students by their own	Team project. Case (master-case), analysis, discussion and presentation of results.
3.4.	1. Forming the competitive advantage of an IT organization. 2. Development of an IT positioning for an organization.	4	2*	2		2* the task may be completed by students by their own	Case (master-case), analysis, discussion and presentation of results.
4.	**IT product policy management**	**14**	**6**	**8**			
4.1.	1. Software product – as a product and as a service. 2. The main types of software products and IT services.	4	2	2			Mini-case.
4.2.	1. Life cycle management of software products and IT services.	4	2	2*		2* the task may be completed by students by their own	Test.
4.3.	1. Formation of a complex of additional IT services and services.	4	2*	2		2* the task may be completed by students by their own	E-learning portal forum.
4.4.	1. Choosing the product strategy for an IT organization.	2		2*		2* the task may be completed by students by their own	Situational tasks.
5.	**Management of the price policy of IT organizations**	**12**	**6**	**6**			
5.1	1. Features of pricing in the IT market. 2. Formation of an IT organization's pricing strategy on the market. 3. Interrelation of pricing strategy and product model of IT organization.	4	2	2			Oral questionnaire.
5.2	1. Choice of the optimal pricing method for IT offer. 2. Definition of the "equilibrium price" of the IT offer. 3. Formation of the price for	4	2*	2		2* the task may be completed by students by their own	Oral questionnaire. Practical situational task. Presentation on

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
	additional IT services.						topic 5.
5.3	1. Price modification and market price adjustment for IT offer. 2. Correction of the pricing strategy depending on changes in market conditions.	4	2	2			Oral questionnaire. Test on topic 5.
6.	**Management of the communications policy of IT organizations**	**20**	**8**	**12**			
6.1	1. Features of marketing communications in the IT market. 2. Technology of development of the marketing communications system of the IT organization: setting goals, identifying target audiences, selecting communication tools, forming a budget, assessing the effectiveness of the promotion system.	4	2	2			Oral questionnaire. Practical situational task.
6.2	1. Selection of communication strategy of IT organization. Development of integrated marketing communications. 2. Formation of complex ATL and BTL communications. 3. Management of Internet communications: search marketing, banner advertising and banner exchange networks, text advertising, interaction with thematic resources, webring, exchange of advertising publications, informers, e-mail advertising, advertising rich-media, product placement.	6	2*	4		2* the task may be completed by students by their own	Oral questionnaire. Presentation on topic 6.
6.3	1. SEO-optimization of Internet resources of IT organizations. 2. Management of informal communications: emulation of Internet discussions and management of blogs, posting messages in forums and guest books, storytelling, the organization of viral marketing on the Internet. 3. Managing the system of promotion in social networks. 4. Non-standard advertising media on the Internet.	6	2*	4		2* the task may be completed by students by their own	Oral questionnaire. Team project on creation of a system of Internet-based promotion of an IT company. Practical situational task.
6.4	1. Organization of PR-campaigns on the Internet: posting publications in online media, placing press releases, conducting on-line conferences. 2. Features of the organization of exhibition activities on the IT market.	4	2	2			Oral questionnaire. Test on topic 6.

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
	3. Brand-management of IT organizations. Development, promotion and positioning of trademarks in the IT market.						
7.	**Management of the sales policy of the IT organization**	**12**	**6**	**6**			
7.1	1. Features of the sales policy in the IT market. 2. Managing the distribution of information products and services of IT organizations.	4	2	2			Oral questionnaire.
7.2	1. General characteristics of direct, indirect, horizontal and vertical distribution channels in the IT market. 2. Distribution channels of hardware. 3. Software distribution channels. 4. Channels for the distribution of IT services.	4	2	2			Oral questionnaire. Practical situational task.
7.3	1. The process of selling of a software product. 2. Management of customer satisfaction, overcoming objections.	4	2	2			Test on topic 7.
8.	**Planning of marketing at an IT organization**	**10**	**6**	**4**			
8.1	1. Features of marketing planning in the IT field. 2. Marketing plan, its structure and main stages of development. 3. Information support for the main levels of marketing planning in the IT organization.	4	2	2			Oral questionnaire.
8.2	1. Marketing strategies at the corporate, functional and operational levels of IT organization management. 2. Strategic marketing planning. Stages and main functions of strategic marketing planning. 3. Technology development of marketing strategy in the IT organization.	4	2*	2		2* the task may be completed by students by their own	Team project on creation of a marketing strategy of the IT organization Practical situational task.
8.3	1. Operational planning of marketing. Development of marketing plans and programs in IT organizations. 2. Formation of the marketing budget.	2	2				Oral questionnaire. Test on topic 8.
9.	**Marketing management and**	**16**	**8**	**8**			

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
	evaluation of its effectiveness in an IT organization						
9.1	1. Features of marketing management in the IT market. 2. The content of the marketing management process in the IT organization. 3. The mechanism of marketing management in IT organizations: basic principles and methods.	4	2	2			Oral questionnaire.
9.2	1. Organization of marketing activities in IT organizations. 2. Basic approaches in choosing the structure of marketing management in an IT organization. 3. Development of documents regulating the activities of the marketing service.	4	2*	2		2* the task may be completed by students by their own	Oral questionnaire. Practical situational task.
9.3	1. Directions and methods for assessing the effectiveness of marketing IT organizations. 2. Criteria and indicators for assessing the effectiveness of marketing: indicators of economic, psychological, communicative and social effectiveness. 3. Levels and sequence of the evaluation of the effectiveness of marketing decisions.	4	2	2*		2* the task may be completed by students by their own	Oral questionnaire. Practical situational task. Presentation on topic 9.
9.4	1. Algorithm for evaluating the effectiveness of marketing decisions. 2. Benchmarking of competitiveness of software products and IT services. 3. Evaluation of the effectiveness of the marketing service in the IT organization.	4	2*	2		2* the task may be completed by students by their own	Oral questionnaire. Test on topic 9.
10.	**Management of international marketing the IT organization**	**12**	**6**	**6**			
10.1	1. Specific characteristics and international it markets (EU, EEU, NAFTA, ASEAN, APEC). 2. Economic, political and legal environment of international marketing the IT organization. 3. International marketing organization (ECOMAR, FIM, AMA). 4. Features of international, supranational and national law in the	8	4	4			Oral questionnaire. Practical task. Group project. Presentation on topic 10.

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
	IT field. 5. The main provisions of the activities of international organizations, WIPO and WTO to protect intellectual property.						
10.2	1. The main ways and forms of entering the international market. 2. Features and main stages of IT organization international marketing development. 3. Organization of international marketing of IT organization.	4	2	2*		2* the task may be completed by students by their own	Final work. Test on topic 10.
	Total:	136	66	70			

6. COURSE CONTENT (part time)

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	Labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
1.	**Essence and features of marketing in the IT sphere**	**20**	**2**	**2**		**16**	
1.1	1. Principles and tools of modern marketing in the IT sphere. 2. The role of marketing in the creation and management of a competitive offer on the IT market.	10	2			8	Test.
1.2	1. Interaction of supply and demand on the market of information products. Features of the formation of demand on the IT market.	10		2		8	Written assignment on e-learning portal. Situational tasks.
2.	**Information support for marketing at IT organizations**	**22**	**2**	**2**		**18**	
2.1	1. Information support for marketing at IT organizations. 2. Methods of collecting marketing information on the IT market. 3. Building of a marketing information system in an IT organization.	8	2			6	Test.

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	Labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
	4. Smart devices in information support of the IT-company						
2.2	1. CRM-systems for marketing and business purposes of the IT company. 2. The role of web analytics in the business process of an IT company. Web statistics systems.	8		2		6	Written assignment on e-learning portal.
2.3	1. Organization and implementation of marketing research in the IT market: content, guidelines, objectives and tools. 2. Evaluation of the results of marketing research.	6				6	Situational tasks.
3.	**Analysis of the IT market and formation of marketing complex of the IT organization**	**16**	**2**	**2**		**12**	
3.1	1. Methods of analysis in IT marketing. Analysis of the market potential and capacity of the IT market.	8	2			6	Test. E-learning portal forum (discussion).
3.2	1. Forming the competitive advantage of an IT organization. 2. Development of an IT positioning of an organization.	8		2		6	Mini-case. Situational tasks.
4.	**IT product policy management**	**14**		**2**		**12**	
4.1	1. Software product - as a product and as a service. The main types of software products and IT services. 2. Life cycle management of software products and IT services.	6				6	Test.
4.2	1. Choosing the product strategy for an IT organization. 2. Evaluation of the competitiveness of IT offerings on the market.	8		2		6	Situational tasks.
5.	**Management of the price policy of IT organizations**	**12**	**2**	**2**		**8**	
5.1	1. Features of pricing in the IT market. 2. Formation of an IT organization's pricing strategy on the market. Interrelation of pricing strategy and product model of IT organization. 3. Choice of the optimal pricing method for IT offer.	12	2	2		8	Development of a group project. Presentation. Practical situational task. Test on topic 5.
6.	**Management of the communication policy of IT organizations**	**16**	**2**	**2**		**12**	
6.1	1. Features of marketing communications in the IT market. 2. Technology of development of the	8	2			6	Development of a group project. Practical

№	Name of the topic	TOTAL	Lecture	Practical classes (seminar)	Labs	Independent work	Form of knowledge control
1	2		3	4	5	6	7
	marketing communications system of the IT organization						situational task.
6.2	1. Internet-communications management. 2. Brand-management of an IT company. Development, promotion and positioning of trademarks in the IT market.	8		2		6	Presentation. Test on topic 6.
7.	**Management of the sales policy of the IT organization**	**14**	**2**	**2**		**10**	
7.1	1. Managing the distribution of information products and services of IT organizations. 2. General characteristics of direct, indirect, horizontal and vertical distribution channels in the IT market. 3. The process of selling of a software product. 4. Management of customer satisfaction, overcoming objections.	14	2	2		10	Development of a group project. Presentation. Practical situational task. Test on topic 7.
8.	**Planning of marketing at an IT organization**	**10**	**2**	**2**		**6**	
8.1	1. Marketing plan, its structure and main stages of development. 2. Information support for the main levels of marketing planning in the IT organization. 3. Marketing strategies at the corporate, functional and operational levels of IT organization management. 4. Strategic marketing planning. Stages and main functions of strategic marketing planning. 5. Technology development of marketing strategy in the IT organization.	10	2	2		6	Team project on creation of a marketing strategy of the IT organization Practical situational task. Test on topic 8.
9.	**Marketing management and evaluation of its effectiveness in an IT organization**	**12**	**2**	**2**		**8**	
9.1	1. The content of the marketing management process in the IT organization. 2. Organization of marketing activities in IT organizations. 3. Criteria and indicators for assessing the effectiveness of marketing. 4. Organization and implementation of marketing control in IT organizations.	12	2	2		8	Development of a group project. Presentation. Practical situational task. Test on topic 8.
	Total:	136	16	18		102	

7. THEORETICAL CONTENT

№	Names of topics	Content
1	2	3
1.	Essence and features of marketing in IT sphere	Principles and tools of modern marketing in the IT sphere. The role of marketing in the creation and management of a competitive offer in the IT market. Marketing as a system for IT organization management. Interaction of supply and demand in the market of information products. Features of the formation of demand in the IT market. Features of marketing in the service and product models of business management of IT companies.
2.	Information support for marketing at IT organization	Information support of the IT organization marketing in modern conditions. Methods of collecting marketing information in the IT market. Building a marketing information system in an IT organization. CRM-systems for marketing and business purposes of the IT company. Smart devices in information support of the IT-company. The role of web analytics in the business process of an IT company. Web statistics systems. Organization and implementation of marketing research in the IT market: content, guidelines, objectives and tools. Evaluation of the results of marketing research and their use in implementing the marketing strategy of the IT organization.
3.	Analysis of the IT market and formation of marketing complex of the IT organization	Methods of analysis in IT marketing. Analysis of the market potential and capacity of the IT market. Evaluation of the competitiveness level of the IT market and identification of existing and potential competitors of the IT organization. Forecasting the potential of the IT market. Formation of the IT marketing complex of the organization.
4.	IT product policy management	Software product – as a product and as a service. The main types of software products and IT services. Features of the IT proposal development process. Life cycle management of software products and IT services.
5.	Pricing policy management of the IT organization	Features of pricing in the IT market. Formation of the IT pricing strategy on the market: the relationship between the pricing strategy and the product model. The choice of the optimal pricing method for IT offer. Definition of the "equilibrium price". Formation of the price for additional IT services. Correction of the pricing strategy depending on changes in market conditions.
6.	Communication policy management of the IT organization	Features of marketing communications in the IT market. Technology of the marketing communications system development in the IT organization. The choice of communication strategy for IT organizations. Development of integrated marketing communications. Management of advertising, public relations, direct marketing, sales promotions and publicity in the IT market. Management of Internet communications. Management of informal communications and the system of promotion in social networks. Organization of PR-campaigns on the Internet: publication of publications in networked media, placement of press releases, on-line conferences. Features of the organization of exhibition activities in the IT market. IT-organization brand-management. Development, promotion and positioning of trademarks in the IT market.
7.	Sales policy management of the IT organization	Features of the sales policy in the IT market. Managing the distribution of information products and services of IT

№	Names of topics	Content
1	2	3
		organizations. General characteristics of direct, indirect, horizontal and vertical distribution channels in the IT market. Hardware distribution channels. Software distribution channels. Distribution channels for the IT services. The process of selling a software product. Management of customer satisfaction, overcoming objections.
8.	Marketing planning of the IT organization	Features of marketing planning in the IT field. Marketing plan, its structure and main stages of development. Information support for the main levels of marketing planning in the IT organization. Marketing strategies at the corporate, functional and operational levels of IT organization management. Strategic marketing planning. Stages and main functions of strategic marketing planning. Technology of marketing strategy development in the IT organization. Operative planning of marketing. Development of marketing plans and programs in IT organizations. Formation of the marketing budget.
9.	Marketing management and evaluation of its effectiveness in the IT organization	Features of marketing management in the IT market. The content of the marketing management process in the IT organization. The mechanism of marketing management in IT organizations: basic principles and methods. Basic approaches in choosing the structure of marketing management in IT organizations. Problems of staff selection. Requirements for specialists marketing services of IT organizations. Development of documents regulating the activities of marketing staff in IT organizations. Directions and methods for assessing the effectiveness marketing activities of IT organization. Criteria and indicators for assessing the effectiveness of marketing: indicators of economic, psychological, communicative and social effectiveness. Levels and sequence of the evaluation of the effectiveness of marketing decisions. Algorithm for evaluating the effectiveness of marketing decisions. Benchmarking the competitiveness of software products and IT services. Evaluation of the effectiveness of the marketing service in the IT organization.
10.	Management of international marketing the IT organization	Features of marketing activities control in the IT field. Types of marketing control: annual planning control, profit monitoring, performance monitoring, strategic control. The process of conducting marketing audit. The main components of marketing audit in the IT organization. Evaluation of the degree of correspondence of marketing activities to the specifics and specificity of the IT market. Correction of the IT organization's marketing plan in changeable market conditions. Organization and implementation of marketing control in IT organizations.

8. PRACTICAL CONTENT (SEMINAR)

№	Topic number	Content
1	2	3
1.	Essence and features of marketing in IT	1. Features of B2B and B2C marketing in the IT sphere.

№	Topic number	Content
1	2	3
	sphere	2. Features, directions of activity and business models of IT organizations. 3. Features of the demand formation in the IT market. 4. The main features of the marketing complex in the IT field.
2.	Information support for marketing at IT organization	1. Organization and implementation of marketing research in the IT market: content, guidelines, objectives and tools. 2. The role of web analytics in the business process of an IT company. 3. Web statistics systems. 4. Evaluation of the results of marketing research and their use in implementing the marketing strategy of the IT organization.
3.	Analysis of the IT market and formation of marketing complex of the IT organization	1. Analysis of the market share and selection of the marketing strategy of the IT organization. 2. Methods of analysis in the IT market. 3. Segmentation and selection of strategies for reaching target segments of the IT market. 4. Competitor analysis system and methods used. 5. Formation of competitive advantage of IT organization. 6. Formation of the marketing complex of the IT organization. 7. Development of a strategy for positioning the IT organization.
4.	IT product policy management	1. Selection of the optimal IT organization's product strategy. 2. IT product quality management. 3. Assessment of the competitiveness of IT offerings on the market. 4. Formation of a complex of additional IT services and service support.
5.	Pricing policy management of the IT organization	1. Features of pricing in the IT market. 2. Classification of pricing strategies. 3. Differentiated pricing strategies. 4. Strategies for competitive pricing. 5. Assortment pricing strategies. 6. Formation of the pricing strategy of the IT organization on the market: the relationship between the pricing strategy and the product model. 7. Classification of pricing methods. 8. Cost-based methods of pricing and their application in the activities of IT organizations. 9. Methods based on the quality level of IT products. 10. Methods based on the level of competition in the IT market. 11. Choice of the optimal pricing method for IT offer. 12. Definition of the "equilibrium price". 13. Formation of the price for additional IT services. 14. Correction of the pricing strategy depending on changes in market conditions. 15. Development of discount programs and "loyalty programs".

6.	Communication policy management of the IT organization	1. Technology of development of the marketing communications system of the IT organization:
		   - setting goals,
		   - definition of target audiences,
		   - choice of means of communication,
		   - budgeting,
		   - evaluation of the effectiveness of the promotion system.
		2. Selection of the communication strategy of the IT organization.
		3. Development of integrated marketing communications.
		4. Formation of complex ATL and BTL communications.
		5. Management of the organization's IT promotion system.
		6. Organization of advertising activities of IT organizations.
		7. Public relations organization in the IT market.
		8. Direct marketing, sales promotions and publicity – as tools to promote IT organizations.
		9. SEO-optimization of Internet resources of IT organization.
		10. Management of Internet communications:
		   - search marketing,

№	Topic number	Content
1	2	3
		- banner advertising and banner exchange networks, - text advertising, - interaction of Internet promotion with thematic resources, - webring, - exchange of advertising publications, - informers and e-mail advertising, - advertising rich-media, - development of product placement. 11. Management of informal communications: - emulation of discussions in the blogosphere, - management of corporate blogs, - posting messages in forums and guest books, - storytelling, - the organization of viral marketing on the Internet. 12. Managing the system of promotion in social networks. 13. Use of non-standard advertising media on the Internet. 14. Organization of PR-campaigns on the Internet: - publication of publications in online media, - placement of press releases, - conducting on-line conferences. 15. Features of the organization of exhibition activities in the IT market. 16. Brand-management of IT organizations. 17. Development, promotion and positioning of trademarks in the IT market.
7.	Management of the sales policy of the IT organization	1. Development of the marketing policy of the organization in the IT market. 2. Managing the distribution of information products and services of IT organizations. 3. Management of direct and indirect IT distribution channels of the organization on the market. 4. Management of horizontal and vertical distribution channels of IT organizations on the market. 5. Development of the IT hardware distribution channels. 6. Development of software distribution channels for IT organization. 7. Organization of channels for the distribution of IT services. 8. The process of selling a software product. 9. Managing customer satisfaction, overcoming objections.
8.	Marketing planning of the IT organization	1. Development of marketing strategies at the corporate, functional and operational levels of IT organization management. 2. Stages and main functions of strategic marketing planning. 3. Technology of marketing strategy development in the IT organization. 4. Operational planning of marketing. 5. Marketing plan for the IT organization, its structure and milestones. 6. Informational support of the basic levels of marketing planning. 7. Formation of marketing budget.
9.	Marketing management and evaluation of its effectiveness in the IT organization	1. The content of the marketing management process of the IT organization. 2. The mechanism of marketing management in IT organizations. 3. Organization of marketing activities in IT organizations. 4. Choice of organizational structure of marketing management in IT organizations. 5. Staff recruitment and recruitment. Requirements for specialists marketing services of IT organizations. 6. Development of documents regulating the activities of marketing staff in the IT organization. 7. Evaluation of the effectiveness of the service marketing IT organization. 8. Selection criteria and indicators for assessing the effectiveness of marketing: indicators of economic, psychological, communicative

№	Topic number	Content
1	2	3
		and social effectiveness. 9. Levels and sequence of evaluating the marketing decisions effectiveness. 10. Evaluation of the marketing decisions effectiveness. 11. Benchmarking of the software products and IT services competitiveness.
10.	Organization of marketing control in the IT organization	1. Specific characteristics and international it markets. 2. Economic, political and legal environment of international marketing the IT organization. 3. Features of international, supranational and national law in the IT field. 4. The main ways and forms of entering the international market. 5. Features and main stages of IT organization international marketing development. 6. Organization of international marketing of IT organization.
The form of knowledge control: tests for each topic in the MOODLE system. The criterion for the successful completion of the test is 80% of the correct answers.		

9. ASSIGNMENT FOR INDEPENDENT WORK

№	Topic number	Content
1	2	3
1.	Topic 1. The essence and features of marketing in the IT sphere. Session 1.1 Principles and tools of modern marketing in the IT sphere. The role of marketing in the creation and management of a competitive offer on the IT market. Session 1.2 Interaction of supply and demand on the market of information products. Features of the formation of demand on the IT market.	1. To study the theoretical material on the topic: 1.1. Principles and tools of modern marketing in the IT sphere. 1.2. The role of marketing in the creation and management of a competitive offer in the IT market. 1.3. Marketing as a system for managing the activities of IT organizations. 1.4. Interaction of supply and demand in the market of information products. Features of the demand formation in the IT market. 1.5. Features of marketing in the service and product business models of IT companies. 1.6. Features of marketing B2B and B2C in IT sphere. 2. Conduct an analysis of the marketing mix of the selected IT company according to plan.
2.	Topic 2. Information support of marketing of the IT organization. Session 2.1 Methods of collecting marketing information on the IT market. Building of a marketing information system in an IT organization. Session 2.2 CRM-systems for marketing and business purposes of the IT company. The role of web analytics in the business process of an IT company. Web statistics systems. Session 2.3 Organization and implementation of marketing research in the IT market: content, guidelines, objectives and tools. Evaluation of the results of marketing research.	1. To study the theoretical material on the topic: 1.1. Information support of IT organization marketing in modern conditions. 1.2. Methods of collecting marketing information in the IT market. 1.3. Building a marketing information system in an IT organization. 1.4. CRM-systems for marketing and business purposes of the IT company. 1.5. The role of web analytics in the business process of an IT company. Web statistics systems. 1.6. Organization and implementation of marketing research in the IT market: content, guidelines, objectives and tools. 2. Identify the stages, methods and tools of IT product marketing research, depending on the purpose of the study (on example). The result of the work is a technical task (on example) for conducting marketing research in the form of a ready document. 3. Draw up a plan for IT product marketing research. The result of the work is the document developed. 4. Run the test on the training portal on the topic.
3.	Topic 3. Analysis of the IT market and the	1. To study the theoretical material on the topic:

№	Topic number	Content
1	2	3
	formation of the marketing complex of the IT organization. Session 3.1 Methods of analysis in IT marketing. Analysis of the market potential and capacity of the IT market. Session 3.2 Forming the competitive advantage of an IT organization. Session 3.3 Development of an IT positioning of an organization.	1.1. Methods of analysis in IT marketing. 1.2. Analysis of the market potential and capacity of the IT market. 1.3. Forecasting the potential of the IT market. 1.4. Analysis of market share and choice of marketing strategy for IT organizations. 1.5. Segmentation and selection of strategies for reaching target segments of the IT market. 1.6. Competitor analysis system and methods used. 1.7. Evaluation of the level of competitiveness of the IT market. 1.8. Formation of competitive advantage of IT organization. 1.9. Develop a strategy for positioning IT organizations. 1.10. Formation of the IT marketing complex of the organization. 2. Conduct a SPACE analysis of the IT product. Structure of the final work - description, SPACE-table, SPACE-matrix, proposals, conclusions and recommendations (example). 3. Analyze the competitors of the IT company. The result is presented in the form of an analytical note on the given structure. 4. Conduct a SWOT analysis of the IT product. Structure of the final work - description, SWOT-table, SWOT-matrix, proposals, conclusions and recommendations (example).
4.	Topic 4. IT product policy management. Session 4.1 Software product - as a product and as a service. The main types of software products and IT services. Life cycle management of software products and IT services. Session 4.2 Choosing the product strategy for an IT organization. Evaluation of the competitiveness of IT offerings on the market.	1. To study the theoretical material on the topic: 1.1. Software product - as a product and as a service. 1.2. The main types of software products and IT services. 1.3. Features of the IT proposal development process. 1.4. Life cycle management of software products and IT services. 1.5. Choosing the optimal product strategy for an IT organization. 1.6. IT product quality management. 1.7. Evaluation of the competitiveness of IT offerings on the market. 1.8. Formation of a complex of additional IT services and service maintenance. 2. Carry out a portfolio analysis of the company's IT (with a choice) using I. Ansoff's matrix, suggest a strategy and justify its choice. The result of the work is an essay and presentation of the results "Managing the company's portfolio IT strategy (to choose)." 3. To develop a marketing complex for a new IT product, to offer options for a strategy to market. The result of the work is a document (on the model) and a presentation of the results to the leadership and partners of the company "Options for the strategy of bringing "IT-new" to the market".
5.	Topic 5. Management of the price policy of IT organization. Session 5.1 Features of pricing in the IT market. Formation of an IT organization's pricing strategy on the market. Interrelation of pricing strategy and product model of IT organization.	1. To study the theoretical material on the topic: 1.1. The choice of the optimal pricing method for IT offer. 1.2. Definition of the "equilibrium price" of the IT proposal. 1.3. Formation of the price for additional IT services. 2. Develop and justify the plan-prospect of the IT organization's pricing policy. The result of the work is the document "The IT organization's pricing plan" and the presentation of the results.
6.	Topic 6. Management of the communication policy of IT organizations. Session 6.1 Integrated marketing communications of the IT organization. Session 6.2 Management of informal Internet communications in the IT sphere.	1. To study the theoretical material on the topic: 1.1. The choice of communication strategy for IT organizations. Development of integrated marketing communications. 1.2. Formation of complex ATL and BTL communications. 1.3. Management of Internet communications: search marketing, banner advertising and banner exchange networks, text advertising, interaction with thematic resources, webring,

№	Topic number	Content
1	2	3
		exchange of advertising publications, informers, e-mail advertising, advertising rich-media, product placement. 2. Conduct a comparative analysis of marketing communications of enterprises and organizations for the choice of a teacher. 3. Develop a program of integrated marketing communications of IT organizations. The result of the work is the document "Plan of marketing communications of IT organization" and presentation of the results. 4. To study the theoretical material on the topic: 　4.1. SEO-optimization of Internet resources of IT organizations. 　4.2. Management of informal communications: emulation of discussions and management of blogs, posting messages in forums and guest books, storytelling, the organization of viral marketing on the Internet. 　4.3. Managing the system of promotion in social networks. 　4.4. Non-standard advertising media on the Internet. 5. Develop and justify a project on Internet promotion of IT organizations and IT products. 6. Identify the key activities in the complex of Internet marketing communications of the IT organization. The result of work – team project to create an Internet promotion system for IT organizations and its presentation.
7.	Theme 7. Management of the sales policy of the IT organization. Session 7.1 Managing the distribution of information products and services of IT organizations. The process of selling of a software product. Management of customer satisfaction, overcoming objections.	1. Development of the marketing policy of the organization in the IT market. 2. Managing the distribution of information products and services of IT organizations. 3. Management of direct and indirect IT distribution channels of the organization on the market. 4. Management of horizontal and vertical distribution channels of IT organizations on the market. 5. Development of the IT hardware distribution channels. 6. Development of software distribution channels for IT organization. 7. Organization of channels for the distribution of IT services. 8. The process of selling a software product. 9. Managing customer satisfaction, overcoming objections.
8.	Theme 8. Planning of marketing at an IT organization. Session 8.1 Development of marketing strategy for IT organizations.	1. To study the theoretical material on the topic: 　1.1. Marketing strategies at the corporate, functional and operational levels of IT organization management. 　1.2. Strategic marketing planning. Stages and main functions of strategic marketing planning. 　1.3. Technology development of marketing strategy in the IT organization. 2. Conduct a comparative analysis of the marketing strategies of organizations for the choice of the teacher. 3. Develop and justify the main activities of the organization's marketing strategy. The result of the work is the document "Marketing strategy of the IT organization" and presentation of the results.
9.	Topic 9. Marketing management and evaluation of its effectiveness in the IT organization. Session 9.1 Organization of marketing in IT organizations.	1. To study the theoretical material on the topic: 　1.1. Organization of marketing activities in IT organizations. 　1.2. Basic approaches in choosing the structure of marketing management in IT organizations. 　1.3. Problems of staff selection. Requirements for specialists marketing services of IT organizations. 　1.4. Development of documents regulating the activities of the marketing department. 2. To develop the optimal organizational structure of IT organizations and the principles of its construction.

№	Topic number	Content
1	2	3
		3. Define the basic requirements for specialists of the IT marketing service of the organization. Identify key issues in the recruitment process. 4. Develop a job description of the employee of the marketing department of the IT organization. The result of the work is the document "Job description of the employee of the marketing department".
Forms of knowledge control: 1. Practical tasks on the theoretical material. 2. Tests on the topics in E-learning or Moodle systems. The criterion for the successful completion of the test is 80% of the correct answers.		

10. SYSTEM OF ASSESSMENT OF KNOWLEDGE AND SKILLS (ACCORDING TO THE NATIONAL REQUIREMENTS)

A ten-point scale, depending on thegradeand the mark, includes the following criteria:

10 (ten) points, passed:
- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education in the academic discipline, as well as on major issues that go beyond its limits;
- accurate use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions;
- perfect mastering of the tools of the academic discipline, the ability to use it effectively in formulation and solution of scientific and professional problems;
- the expressed ability independently and creatively to solve complex problems in non-standard situations;
- complete and profound studying of basic, additional literature on the subject of the discipline;
- the ability to freely navigate in theories, concepts and directions on the discipline and give them an analytical assessment, use the scientific achievements of other disciplines;
- creative independent work on practical, laboratory classes, active creative participation in group discussions, high level of the culture of performance of tasks.

9 (nine) points, passed:
- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education on the academic discipline;
- accurate use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions;
- mastering of the tools of the academic discipline, the ability to use it effectively in formulation and solution of scientific and professional problems;
- ability independently and creatively to solve complex problems in non-standard situations within the curriculum of the institution of higher education on the academic discipline;
- complete studying of basic, additional literature on the subject of the discipline, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in theories, concepts and directions on the discipline and give them an analytical assessment;
- Systematic, active independent work on practical, laboratory classes, active creative participation in group discussions, high level of the culture of performance of tasks.

8 (eight) points, passed:
- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education in the academic discipline in the volume of the curriculum of the institution of higher education on the discipline;

- use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions, the ability to make sound conclusions and generalizations;
- mastering of the tools of the academic discipline (methods of complex analysis, information technology), the ability to use it effectively in formulation and solution of scientific and professional problems;
- ability independently to solve complex problems within the curriculum of the institution of higher education on the academic discipline;
- studying of basic, additional literature, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in theories, concepts and directions on the discipline and give them an analytical assessment;
- active independent work on practical, laboratory classes, systematic participation in group discussions, high level of the culture of performance of tasks.

7 (seven) points, passed:
- systematized, deep and full knowledge on all sections of the curriculum of the institution of higher education on the academic discipline;
- use of scientific terminology (including in a foreign language), competent, logically correct statement of the answer to questions, the ability to make sound conclusions and generalizations;
- mastering of the tools of the academic discipline, the ability to use it effectively in formulation and solution of scientific and professional problems;
- free possession of generic solutions within the curriculum of the institution of higher education on the academic discipline;
- studying of basic, additional literature, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in basic theories, concepts and directions on the discipline and give them an analytical assessment;
- independent work on practical, laboratory classes, participation in group discussions, high level of the culture of performance of tasks.

6 (six) points, passed:
- sufficiently fulland systematized knowledge in the volume of the curriculum of the institution of higher education on the discipline;
- use of the necessary scientific terminology, competent, logically correct statement of the answer to questions, the ability to make sound conclusions and generalizations;
- mastering of the tools of the academic discipline, the ability to use it effectively in solution of scientific and professional problems;
- ability independently to apply generic solutions within the curriculum of the institution of higher education on the academic discipline;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in basic theories, concepts and directions on the discipline and give them acomparative assessment;
- active independent work on practical, laboratory classes, periodic participation in group discussions, high level of the culture of performance of tasks.

5 (five) points, passed:
- sufficient knowledge in the volume of the curriculum of the institution of higher education on the discipline;

- use of scientific terminology, competent, logically correct statement of the answer to questions, the ability to make sound conclusions;
- mastering of the tools of the academic discipline, the ability to use it in solution of scientific and professional problems;
- ability independently to apply generic solutions within the curriculum of the institution of higher education on the academic discipline;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- the ability to navigate in basic theories, concepts and directions on the discipline and give them a comparative assessment;
- active independent work on practical, laboratory classes, periodic participation in group discussions, high level of the culture of performance of tasks;
- independent work on practical, laboratory classes, periodic participation in group discussions, sufficient level of the culture of performance of tasks.

4 (four) points, passed:
- sufficient knowledge within the educational standard of higher education;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- use of scientific terminology, logical statement of the answer to questions, the ability to make sound conclusions;
- ability to draw conclusions without essential errors;
- mastering of the tools of the academic discipline, the ability to use it in solution of standard (typical) tasks;
- ability to solve standard (typical) tasks under the guidance of a teacher;
- ability to navigate in basic theories, concepts and directions on the discipline and give them an assessment;
- work under the guidance of a teacher on practical, laboratory classes, the permissible level of the culture of performance of tasks.

3 (three) points, failed:
- insufficient knowledge within the educational standard of higher education;
- studying of basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- knowledge of a part of the basic literature, recommended by the curriculum of the institution of higher education on the discipline;
- use of scientific terminology, presentation of answers to questions with significant, logical errors;
- weak possession of the tools of the academic discipline, incompetence in solving standard (typical) tasks;
- inability to navigate in basic theories, concepts and directions on the discipline;
- work under the guidance of a teacher on practical, laboratory classes, the permissible level of the culture of performance of tasks.
- passivity on practical, laboratory classes, law level of the culture of performance of tasks.

2 (two) points, failed:
- fragmented knowledge within the educational standard of higher education;
- knowledge of individual literary sources, recommended by the curriculum of the institution of higher education on the discipline;
- inability to use scientific terminology of the academic discipline, the presence in the answer rude, logical errors;

- passivity on practical, laboratory classes, law level of the culture of performance of tasks.

1 (one) point, failed:

- lack of knowledge and (competences) within the educational standard of higher education, failure to answer, failure to appear for attestation without good cause.

11. METHODS AND MEANS OF IMPLEMENTATION OF THE CONTENT OF THE EDUCATIONAL PROGRAM AND TRAINING OF EDUCATIONAL, TRAINING AND METHODICAL MATERIALS

The training will be conducted with help of interactive methods (round tables, project method, case study) and distance technologies implemented by means of the eLearning Server or MOODLE training portal.

The user who is working at eLearning Server or MOODLE should have:

1. Access to a personal computer or tablet.

2. Access to the global Internet network to receive training materials and perform tests with a connection speed of at least 54 kbps.

3. Electronic mailing address.

Software required for work:

1. Internet browser with support for flash-graphics and style sheets: Google Chrome, Opera, Mozilla Firefox, as well as Internet Explorer no lower than the 9th version;

2. Adobe Flash Player latest version from the manufacturer's website http://get.adobe.com/en/flashplayer/otherversions/;

3. Skype for online communication with your teacher (optional).

Students will be provided with electronic presentations of lectures, electronic and printed versions of handouts for seminars and practical classes.

In the classroom, students will learn the discipline directly in the computer class. The following software will be used during the training:

№	The name of the software	System requirements for the specified software	№ of the topic from the educational and methodical map, for the support of which the specified software will be used	For what purpose will the software be used?
1	2	3	4	5
1.	Microsoft Office Word	Processor: Pentium® IV is minimal, Intel Centrino®, Intel Xeon®, Intel Core ™ Duo (or compatible) processor. RAM: 1 GB RAM, 1 GB or more recommended Video: DirectX 9 64MB of VRAM recommended Sound: not needed	Topics 1-10	For the development of the textual part. To solve practical situational problems. For the preparation of group projects.
2.	Microsoft Office Excel	Processor: Pentium® IV is minimal, Intel Centrino®, Intel Xeon®, Intel Core ™ Duo (or compatible) processor. RAM: 1 GB RAM, 1 GB or more recommended Video: DirectX 9 64MB of VRAM recommended Sound: not needed	Topics 1-10	For calculation of economic indicators and visualization of data.
3.	Microsoft Office PowerPoint	Processor: Pentium® IV is minimal, Intel Centrino®, Intel Xeon®, Intel Core ™ Duo (or compatible) processor. RAM: 1 GB RAM, 1 GB or more recommended	Topics 1-10	For visualization of data during lectures. For the preparation of presentation material practical tasks of students.

№	The name of the software	System requirements for the specified software	№ of the topic from the educational and methodical map, for the support of which the specified software will be used	For what purpose will the software be used?
1	2	3	4	5
		Video: DirectX 9 64MB of VRAM recommended Sound: not needed		

The following tools and technologies were used in the preparation of training, teaching and methodological materials:
- MS Office;
- Internet services (Learning Apps and others);
- Programs for recording and editing video;
- Programs for data visualization (Infogr.am and others);
- Specialized software.

12. RESOURCES

Basic literature

1. Котлер Ф., Келлер К. Л. Маркетинг менеджмент (15-е изд.) – М: Издательский дом «Питер», 2018. – 848 с.

2. Стреж, В.М. Маркетинг программных продуктов и услуг: учебно-методическое пособие для специальностей 1-28 01 02 «Электронный маркетинг» и 1-28 01 01 «Экономика электронного бизнеса» / В.М. Стреж, В.А. Пархименко. – Минск: БГУИР, 2016. – 227 с.

3. Данько, Т.П. Управление маркетингом. Учебник и практикум для бакалавриата и магистратуры. – М.: Юрайт, 2015. – 521 с.

4. Бутова, Т. Г., Казаков, А. А., Жираткова, А. Н., Управление маркетингом. – М.: Проспект, 2015. – 352 с.

5. Короткова, Т.Л. Маркетинг инноваций. 2-е изд., испр. и доп. Учебник и практикум для академического бакалавриата. – М.: Издательство Юрайт., 2017. – 528 с.

6. Акулич, М.В., Интернет-маркетинг. Учебник. – М.: Издательство: «Дашков и К», 2016. – 352 с.

7. Синяева И.М. Управление маркетингом. Учеб. пособие. 2-е изд., перераб. и доп. – Москва.: Инфра-М, Вузовский учебник., 2017. – 416 с.

Additional literature

1. Брагин, Л.А., Электронная коммерция. – М.: Издательство: «Форум», 2016. – 288 с.

2. Кобелев, О.А., Электронная коммерция. – М.: Издательство: «Дашков», 2017. – 684 с.

3. Поляков, В.А., Интернет-маркетинг. Учебник для академического бакалавриата. – М.: Издательство: «Юрайт», 2015. – 256 с.

4. Портер Майкл, Конкурентная стратегия. Методика анализа отраслей конкурентов. – М.: Альпина Паблишер: 2017. – 453 с.

5. Романенкова, О.Н., Интернет-маркетинг. Учебник для академического бакалавриата. – М.: Издательство: «Юрайт», 2016. – 240 с.

6. Управление маркетингом: [учебник для вузов: перевод с английского] / Н. Капон, В. Колчанов, Дж. Макхалберт. – Санкт-Петербург [и др.]: Питер: Лидер, 2010. – 832 с.

7. Стратегический маркетинг. Harvard Business Review / Дэниел Гоулман, Питер Друкер, Джим Коллинз и др. – М: Альпина Паблишер, 2017. – 224 с.

8. Шкор, О.Н. Маркетинговые коммуникации. Практикум: пособие для специальности 1-28 01 02 «Электронный маркетинг» / О.Н. Шкор. - Минск: БГУИР, 2015. - 79, [1] с.

On-line resources

1. http://www.vsemirnyjbank.org/
2. https://www.weforum.org/
3. https://hbr.org/
4. http://hbr-russia.ru/
5. https://www.wto.org/
6. http://www.wipo.int/portal/en/index.html
7. http://www.countryreports.org/
8. http://www.eiu.com/landing/special_reports
9. https://inbound.org/
10. https://www.thinkwithgoogle.com/
11. https://yandex.ru/blog/company
12. http://www.adweek.com/
13. https://www.marketingprofs.com/marketing/library/articles
14. https://www.b2bmarketing.net/en-gb/resources/blog
15. https://blogs.oracle.com/
16. https://www.business2community.com/
17. https://econsultancy.com/blog
18. http://www.businesstat.ru/
19. https://habrahabr.ru/
20. http://www.cossa.ru/
21. https://www.r-trends.ru/
22. http://www.sostav.ru/
23. https://www.rbc.ru/rbc500/
24. http://www.marketing.by/
25. http://www.belstat.gov.by/