

## MARKETING OF SOFTWARE PRODUCTS AND SERVICES

### **COURSE SYLLABUS ABSTRACT of higher education institution**

**Speciality** 1-28 01 02 – Digital Marketing

	STUDY MODE		
	full-time	part-time	part-time (shortened program)
Year	4	3	3
Semester	7	6	6
Lectures, hours	14	4	4
Practical classes (seminars), hours	14	4	4
Pass/fail, semester	7	6	6
Contact hours	28	8	8
Independent study, hours	44	64	64
Total course duration in hours / credit units	72/2		

**1. Course outline:** The essence of software products and services. General characteristics of IT companies and the market of software products and services. Market analysis and strategic marketing decision-making. Product strategies in the field of IT. Pricing strategies in the field of IT. Distribution channels for software products and IT services. Marketing communications in the field of IT. Organization of marketing activities in an IT company. Economic justification of the feasibility of developing a software product.

**2. Course learning outcomes:** upon completion of the course, students will be expected to

**know:** features of enterprises operating in the field of information and communication technologies and software, as well as the specifics of the relevant markets; specifics of the use of commodity policy tools in relation to software products and information services; basic approaches to pricing policy in the IT field; methods of delivering software products to consumers; features of the promotion of software products and information services; methods of calculating development costs and approaches to substantiating the feasibility of the development itself; features of marketing organization at information technology enterprises; **be able to:** conduct segmentation of the market of information and communication technologies and software, select target segments and position software products on them; analyze the marketing environment and the purchasing behavior of individual or corporate consumers; develop a plan of marketing activities aimed at the practical implementation of a marketing package in relation to a certain software product in certain market segments; calculate the costs associated with the development of a software product, and justify its feasibility; **possess:** methods of organizing the marketing process at the enterprise in the field of information and communication technologies and software.

**3. Competencies:** be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), be able to work independently (AC-4), be able to generate new ideas (be creative) (AC-5), have skills related to the use of technical devices, information management and computer work (AC-7), have oral and written communication skills (AC-8), be capable of social interaction (SPC-2), have the ability to interpersonal communication (SPC-3), be able to work in a team (SPC-6), prepare reports, materials for presentations (PC-34), use global information resources (PC-35).

**4. Requirements and forms of midcourse evaluation and summative assessment:** a modular rating system is used. Intermediate certification: evaluation of work in practical classes. Current certification: pass/fail.