



**COURSE UNIT (MODULE) DESCRIPTION**

<b>Course unit (module) title</b>	<b>Code</b>
Marketing for IT specialists	

<b>Lecturer(s)</b>	<b>Department(s) where the course unit (module) is delivered</b>
<b>Coordinator:</b> D. Baliūnas <b>Other(s):</b>	Faculty of Mathematics and Informatics Institute of Data Science and Digital Technologies

<b>Study cycle</b>	<b>Type of the course unit (module)</b>
First	Individual studies

<b>Mode of delivery</b>	<b>The period when the course unit (module) is delivered</b>	<b>Language(s) of instruction</b>
Face-to-face	Spring semester	Lithuanian / English

<b>Requirements for students</b>	
<b>Prerequisites:</b>	<b>Additional requirements (if any):</b>

<b>Course (module) volume in credits</b>	<b>Total student workload</b>	<b>Contact hours</b>	<b>Self-study hours</b>
5	130	48	82

**Purpose of the course unit (module): programme competencies to be developed**

For a successful career in the market, knowledge of marketing theory is necessary, the understanding of effective pricing strategies, sale and support developments (communication/positioning) in the field of information technology (IT) products that meet user/customer needs. The purpose of this course is to provide students with the opportunity to examine the theoretical aspects of marketing, apply them in practical cases, analyze market relations, and develop practical skills in the market of IT products.

<b>Learning outcomes of the course unit (module)</b>	<b>Teaching and learning methods</b>	<b>Assessment methods</b>
To understand and be able to explain and correctly use the concepts of marketing theory, marketing principles and the possibilities of their use in the IT market practices.	Lectures, literature analysis, discussion.	Exam. Assessment of case studies, assessment of activity during discussions and seminars
Be able to understand the system of marketing activities, the principles of organization marketing system operation and to be able to apply them in the development of IT projects.	Problem-based teaching, active learning methods (group discussion), investigative methods independent study of literature	Exam. Assessment of case studies, assessment of activity during discussions and seminars
To be able to analyze and evaluate the influence of the external and internal context of IT projects on the implementation, development and success of projects.	Problem-based teaching, active learning methods (group discussion), investigative methods independent study of literature	Exam. Assessment of case studies, assessment of activity during discussions and seminars
Be able to apply elements of the marketing mix (product, price, sales, sponsorship) in the case of IT project implementation.	Problem-based teaching, active learning methods (group discussion), investigative methods independent study of literature	Assessment of case studies, assessment of activity during discussions and seminars
Be able to apply an effective marketing strategy for the development and IT product communication in the competitive market.	Problem-based teaching, active learning methods (group discussion), investigative methods independent study of literature	Assessment of case studies, assessment of activity during discussions and seminars

<b>Content: breakdown of the topics</b>	<b>Contact hours</b>							<b>Self-study work: time and assignments</b>	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
Marketing principles and systems	2						2	6	Literature (1 22-43 p., 70-123p.; 2 2-32 p.)
External marketing environment (context): political/legal, economic, social/cultural, technological.	4		2				8	6	Literature readings (1 84-86 p.; 2 66-96 p.), prepare to participate in case analysis and discussions
Internal marketing environment: partners, competitors, stakeholders, consumers (market and its segmentation, consumer behavior).	6		4				10	12	Literature (1 195-215 p.; 2 122-240 p.; 3 33-55 p.), prepare to participate in case analysis and discussions

Marketing mix: price (methods and strategies of price determination).	2		2				4	14	Literature (1 175-193 p.; 2 382-414 p.; 3 147-173 p.), prepare to participate in case analysis and discussions
Marketing mix: distribution/supply (channels and types).	2		2				4	10	Literature (1 158-173 p.; 2 414-474 p.), prepare to participate in case analysis and discussions
Marketing mix: sponsorship or integrated marketing communication and product positioning	6		4				10	12	Literature (2 240-324, 474-566 p.; 3 119-147 p. ), prepare to participate in case analysis and discussions
<b>Total</b>	<b>32</b>		<b>16</b>				<b>48</b>	<b>82</b>	

Assessment strategy	Share in %	Time of assessment	Criteria of assessment
Presentation of the project	30%	During semester	Selected seminar presentation to the audience
Colloquium	15 %	After 7th. lecture	Evaluates if at least 50% of the assessment
Exam	55 %	Studies session	Exam legible if at least 5 points are reached

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Place of publishing, publishing house, or Internet reference
<b>Compulsory literature</b>				
Rosamund Davies, Gaudi Sigthorsson	2013	Introducing the creative industries: from theory to practice		SAGE, London
Kotler Ph. ir Keller K. L.	2012	Marketing management		Prentice Hall, London
Ryan Deiss, Russ Henneberry	2017	Digital Marketing For Dummies		ISBN: 978-1-119-23559-0
<b>Supplementary literature</b>				
Rowley, Jennifer	2006	Information marketing		Ashgate, Burlington