

**ODESA I.I. MECHNYKOV NATIONAL UNIVERSITY**  
**FACULTY OF ECONOMICS AND LAW**  
**DEPARTMENT OF MARKETING AND BUSINESS ADMINISTRATION**

**Syllabus of the course " Marketing and protection of intellectual property in the IT industry "**

Course duration	total number: credits – 4; hours – 120; content modules - 2
Semester	spring
Days, Time, Place	according to the class schedule
Teacher	Maryna Chaikovska, Doctor of Economic Sciences, Professor,
Workplace	Professor of the Department of Marketing and Business Administration
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Consultations	online consultations: Microsoft Teams (link is generated at the beginning of classes)

**COMMUNICATION**

Communication with students will be carried out by e-mail or via Microsoft Teams.

**COURSE ABSTRACT**

The subject of the course is the features and tools of marketing of software products and services, methods of intellectual property protection and the possibility of using them to achieve general and specific goals of marketing activities in the IT industry.

***Course prerequisites***

The course material is based on the previously acquired knowledge, practical skills and skills of the students in topics and areas related to marketing, management, information protection, economy and organization of information business. The corresponding courses are taught within the educational program of the first (bachelor) level of higher education in specialty 126 "Information systems and technologies".

***Post-requisites of the course***

This course complements the discipline "Modelling, analysis and automation of business processes" in the field of modeling of marketing activities and is the basis for mastering the following disciplines of the educational and professional master's training program in the specialty 126 "Information systems and technologies", "Execution of master's qualification work".

***The purpose of the course*** is to provide higher education students with a system of theoretical knowledge and practical skills regarding the application of modern models, methodologies, marketing management tools in the IT sphere and ensuring the protection of intellectual property of IT products and services in a dynamic information environment in the context of the transition of the organization to the use of digital channels.

***Course content***

Considered:

- Digital transformations of the mechanisms of interaction of the subjects of marketing activity in the conditions of the transition of the organization to the use of digital channels.
- Marketing of software products and information services as an independent direction in marketing activities.
- Marketing management tools and tactics in the IT industry.
- Marketing research and marketing information.
- Marketing planning, strategy and tactics in the IT industry.
- Ensuring information security in the marketing IT project management system.
- Strategy for the protection of intellectual property in the marketing of innovative projects in the IT industry.

## EXPECTED RESULTS

As a result of studying the course, the student must

**to know:** theoretical, methodological and methodological foundations of marketing in the IT industry, the main categories of the information sphere of the economy; the concept of software product marketing; system of standards of marketing research and marketing information; types of information products and services as goods; policy principles in marketing activity; channels and means of distribution of information products; principles of planning, strategy and tactics of software product marketing, regulatory and organizational support for the formation of a comprehensive system of information protection and intellectual property rights in the IT industry;

**to be able to:** effectively apply the practical skills of collecting and analyzing marketing information in practice; forecasting the marketing situation; planning and adjusting the firm's marketing policy; describe the concept of marketing of information products and services; analyze approaches to identifying consumers of information products; determine the structure and content of the market of information products and services; characterize the system of marketing research and marketing information; analyze policy principles in marketing activities; navigate the channels and means of distribution of information products and services; characterize planning principles, strategy and marketing tactics of information processes and services; to make effective decisions regarding the management of innovative projects and projects to create a comprehensive information protection system in the IT industry.

### Program Competencies

–IC: The ability, to solve research and innovation-oriented tasks in the field of information systems and technologies.

–GC03. Ability to communicate with representatives of other professional groups at various levels experts from different fields of knowledge/types of economic activities.

– GC04. Capability to develop and manage projects.

–GCM02. Legal competence in the field of ownership of information systems and technology.

–SKM01. The ability to formalize economic situations, apply mathematical methods for justification and make managerial and technical decisions in various situations.

–SKM06. The ability to provide the analysis, implementation, and support of complex information security systems (combinations of regulatory, organizational, technical means and methods, procedures, practical techniques, etc.).

–SC07. The ability to develop and implement innovative projects in the field of ICT.

### Program Learning Outcomes

– LOO3. Make effective decisions on the development of information infrastructure, creation, and application of ICT.

– LOO11. Solve digital transformation tasks in new or unfamiliar environments based on specialized conceptual knowledge, including modern scientific achievements in the field of information technology, research, and knowledge integration from various fields.

–OOM1. Provide authorial support for the design and implementation of information systems and technologies, utilize intellectual property knowledge in inventive activities, and international cooperation in the IT field.

–LOOM2. Choose the most practical organization of marketing for software products for the firm and represent the overall sequence of activities for the organization and operation of any channel for the sale of software products and information technologies.

## FORMS AND METHODS OF TEACHING

The course will be taught in the form of lectures (20 hours) and laboratory classes (18 hours), organization of students' independent work (82 hours).

The basic training of students is carried out in lectures and laboratory classes.

During the teaching of the course, the following teaching methods are used: verbal (lecture, explanation); face-to-face (Power Point presentation); practical (laboratory works); work with literary sources (independent work of students).