

INFORMATION MARKETING - Course Programme

Subject code: INT 6036.DT	Course title: INFORMATION MARKETING	
Amount 5,0 ECTS	Approximate amount of contact lessons and independent work: 16 hours of contact lessons & 114 hours of independent work supported by study materials in Virtual Learning Environment Moodle	Study semester: Autumn 2 (1 st November – 13 th December 2016)
Objective:	To create the prerequisites for the formation of knowledge and skills to analyze the possibility to adapt marketing theories in marketing the information services concentrating on relationship marketing as well as the treatment of marketing strategies in creating and securing the competition advantages of information services.	
Course description:	<p>The conception, aim, nature and tasks of marketing. Areas of using marketing, marketing content and functions. The marketing of non-profit organizations (Kotler, Andreasen, Casoline). Services marketing (Gummesson, Lovelock, Wirtz), social marketing (Zaltman, Shapiro), relationship marketing (Berry, Grönroos). The principles of implementation information based services marketing (Rowley).</p> <p>The steps to marketing and cycles of marketing process. A information services marketing position (SWOT, PEST, Porter's Five Forces analysis), marketing environment. Marketing surveys for conducting marketing process, marketing information system. The market of information services, market segmenting, segments' indicators.</p> <p>Self-directed study is comprised of analyzing necessary sources for preparation the project report, participation in teamwork – writing the project report, preparing project presentation, presentation of the teamwork results at the contact sessions.</p>	
Learning outcomes:	<p>By the end of this course the students:</p> <ul style="list-style-type: none"> - will be able to discuss the various types and definitions of “marketing”, - know main marketing theories and models, - can transfer the marketing theoretical models into information marketing context, - are able to evaluate at what level information services satisfy users' needs, - can design the information services that correspond users demand, - are able to position an information services in marketing 	

	environment.
Form of evaluation:	Assessment (passed/failed)
Lecturers:	AIRA LEPIK (aira.lepik@tlu.ee) Institute of Digital Technologies
Title in Estonian:	<i>Infoturundus</i>
Prerequisite subjects:	-
Compulsory literature*:	Grönroos, Ch. (2009) Marketing as promise management: regaining customer management for marketing. <i>Journal of Business & Industrial Marketing</i> , Vol. 24 (5/6), p.351 – 359. Lovelock, Ch., Wirtz, J. (2007). Services marketing: people, technology, strategy. Upper Saddle River (N.J.): Pearson Prentice Hall Rowley, J. (2006). Information marketing. 2 nd ed. London: Ashgate. * The required articles are presented within the topics in the virtual learning environment Moodle within each unit.
Replacement literature:	Grönroos, Ch. (2001). Service management and marketing: a customer relationship management approach. Chichester: Wiley. Zeithaml, V., Bitner, M., Gremler, D. (2006). Services marketing: integrating customer focus across the firm. 4th ed. Boston (Mass.): McGraw-Hill.
Requirements for participating in studies and taking exams/assessments	The course will be assessed as “ passed ” or “ failed ”. The final assessment consists of the following components: A production of a collaborative group project –50% A presentation of a collaborative group project – 40% An active participation in contact sessions – 10%
Requirements for independent work	Course assignment: Information service design group project The result of the collaborative group work will be a project report and presentation of Information Service Design project to the class (session on 13th December 2016). This group assignment gives you the opportunity to design a new information service or redesign an existing information service based on your newly acquired services marketing

expertise and put together the marketing plans to launch the new information service or make the redesign changes. There are many things to consider and decisions to make when designing a new service. **To be complete, the project should include the following:**

You should describe which market segment(s) you want to target and how you want your service to be positioned relative to the competition.

You should provide justification for why this service idea would be valued by your target and why your service will be able to serve the needs of this group better than competitors (this may require doing primary or secondary research). Be sure that you sufficiently investigate competitors that exist. Please include a SWOT analysis.

The key components of your service and all of your tactic decisions (the 7 Ps) should then be based on the above marketing strategy.

In your plans, be sure to include a thorough description of the service and how it will work. In order to fully describe the processes involved, you should illustrate the service you have created (or redesigned) by developing a blueprint of your proposed new service. If you are redesigning an existing service, you should also include a blueprint of the original service.

You should use appropriate services marketing concepts to describe your service and your proposed marketing strategy.

You may not have all of the information that you would like at your disposal, especially if you are doing a technology-oriented or Web-based service. If there is information that you cannot find but would want to obtain before starting the service such as additional consumer research, competitor information, cost information, technology capabilities, etc., be sure to specify that in your paper.

An executive summary that highlights the key aspects of your new service or redesign should also be included.

Project evaluation:

Your paper will be evaluated based on the quality of your justification for the decisions you make about your Information service, your consistency in linking marketing

strategy and tactic decisions, the depth of knowledge about services marketing you demonstrate based on your discussion of course concepts, the level of detail provided, the quality of the writing, and the presentation.

Project format:

Your report should be a maximum of 10 pages (Times New Roman 12, single space). You may put the blueprint in an appendix as well as any other related materials that help support the decisions made in the report. There is no limit to the number of pages included in the appendices.

Due Dates:

An abstract (or outline of your paper if you prefer) describing the basic idea for your new service (including a description of the target and the proposed positioning) or redesign (including the rationale for the redesign) is due **November 25, 2016**.

The paper is due on **December 8, 2016**, and presentations will take place **December 13, 2016**.

Project Organization:

Get together in three small study groups of four;

Develop comprehensive information service design group project;

Each group meets to discuss the points covered in their group work using e-mail, MSN, Skype etc – teacher creates Subgroup in Moodle for your draft and group discussions;

Each group write a report/paper (max 10 pages, Times New Roman, single space) by 8th December, 2016 midnight and posted it to Moodle or send attached to the e-mail to teacher /aira.lepik@tlu.ee/;

Each group prepares a presentation to the class (session on 13th December, 2016): 10-15 minutes presentation followed by 10 minutes Question & Answer session.

Presentations will be posted to Moodle as well

Exam evaluation criteria or minimum level necessary to pass assessment

The Course will be assessed as **passed** or **failed**.

Method of Assessment: Information service design group

project

Form of Assessment: Passed/Failed

Assessment Requirements: A group project should meet all the criteria described below to an at least satisfactory extent.

Criteria of Assessment:

Group Project Report

1. Criteria: Content (40%)

- The group captures the most important aspects of the project
- The group gives a clear picture why this service idea would be valued by your target
- The group gives a clear picture why your service will be able to serve the needs of this group better than competitors
- The SWOT analysis is included
- The key components of your service and all of tactic decisions (the 7 Ps) are based on the above marketing strategy
- Focus: Clearly distinguishes between relevant and irrelevant information
- Prioritization: Issues clearly prioritized in a logical order and based on a clear rationale
- Use of theory: Assignment demonstrates integration of theory
- Integration : Diverse areas of knowledge and skills integrated effectively
- Conclusions: The main conclusions, recommendations, best practices in this project are presented
- The group address the purpose of the assignment comprehensively and imaginatively
- Critical Thinking: This analysis demonstrates the ability to raise appropriate questions, and use in-depth analysis

2. Criteria: Organization (20%)

- The project report is submitted within time boundaries
- The project report is submitted within the prescribed parameters
- Logic: Communication is effective, recommendations realistic, concise and logical
- The group demonstrates interpersonal and collaborative skills by communicating ideas in the process of researching and writing the project report

3. Criteria: Presentation (20%)

- Clarity and conciseness of ideas: The presentation is clearly and logically organized
- Referencing is consistently accurate using the APA system

- The analysis demonstrates the proper use of grammar, syntax, structure and style; spelling is accurate and language fluent

4. Criteria: Resources used and sources discovered (20%)

- Relevant sources are used
- Resources that extended the project report are used

Group Project Presentation

5. Criteria: Use of presentation tools (20%)

- The presentation slides are professional and illustrative
- The technology is properly used

6. Clarity of presentation including content/organization and communication (50%)

- The presentation is clearly and logically organized
- Presentation shows a polished and imaginative approach to the topic
- The presentation performance is confident and competent
- There is a good organization with a smooth transition between participants
- The division of work in the team demonstrates a good balance
- The competencies and skills of different group members are taken into account

7. Criteria: Discussions (30%)

- The discussion goes smoothly
- The team answer competently to the questions

Additional information on course content, division of course by topics, incl. times of contact lessons taking place in the form of seminar.

Module I: 01.11.-14.11.2016

Contact session: 01.11.2016/room S-322; 14.15-17.45 p.m./

Topics: Syllabus review, course expectations, content introduction and class resources, course materials in virtual learning environment Moodle. Nature of Marketing. The meaning of the marketing concept. The changing world of marketing. Key glossary words and concepts. Information marketing as marketing of information-based products and services.

Module II: 15.11-28.11.2016

Contact session: 15.11.2014/room S-322; 14.15-17.45 p.m./

Topics: Marketing information services. Relationship marketing, customer value and customer satisfaction. Market segmentation. Methods of segmentation of consumer

markets. The target marketing and product/service positioning process.

Module III: 29.11-12.12.2016

Contact session: 29.11.2016/ room S-322; 14.15-17.45 p.m./

Topics: The Marketing Mix. The importance of achieving the correct balance between the 'seven Ps' (Product, Price, Place, Promotion, People, Process and Physical Evidence). Marketing strategy and planning.

Contact session: 13.12.2016/ room S-322; 14.15-17.45 p.m./

Topics: Course Summary. Semester Project: Student presentations/ Q&A Session

Unit in charge of subject:	Institute of Digital Technologies
Name of person compiling course programme:	Aira Lepik
Signature:	
Date:	4.09.2016

Course programme registered in the academic unit

Date	4.09.2016
Name of study assistant	Lea Sild
Signature	