



Școala
informală
de IT

Marketing & Communication in IT Curriculum

Școala Informală de IT

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Content

I. MarCom Principles

1. What is marketing and how it links to the growth strategy of a business
2. Marketing mix and how marketing affects all areas of the business
3. Marketing functions and roles in the IT industry

II. MarCom Strategy

1. Research
2. Audience
3. Setting goals
4. Setting budget
5. Planning

III. Marcom Processes & Tools

1. Branding
2. Internal Communications
3. Event Management (Conferences, Trade Shows, Event Sponsorships, Tech events, recruitment events, tradeshow, webinars, podcasts etc.)
4. Content Marketing
5. Lead Generation
6. PR
7. CSR
8. Website/Blog
9. Email Marketing (internal & external)
10. Social Media
11. Advertising



IV. Digital Marketing

1. What is Digital Marketing?
2. Pay Per Click Advertising (Google, Facebook, LinkedIn)
3. Digital Display Marketing (Google, Facebook)
4. Search Engine Optimization
5. Email Marketing (MailChimp)
6. Analytics + Monitoring & reporting in the decision process

V. Conclusions

1. Preparing for getting a Marketing job
2. Your final presentation



I. MarCom Principles

1. What is marketing and how it links to the growth strategy of a business

- How do we position the Marketing function in an IT company
(support function, strategic, driver - products)
- How does marketing support company/products positioning
- What principles drive good marketing (integrated, consistent etc.)
- Marketing objectives linked to company objectives
- Understanding B2B and B2C marketing
- Stakeholders & collaboration

2. Marketing mix and how marketing affects all areas of the business

- Functional links that exist in practice between marketing and finance, accounting, operations, business development, account management, HR, information systems, business communications and strategic management

3. Marketing functions and roles in the IT industry

- Different marketing org charts in IT companies (internal comm, employer branding, mkt communications, PR, content marketing etc.)
- Roles based on business domains, skills, channels, processes etc.



II. MarCom Strategy

1. Research

- Why do research
- How to do research
- Different types of research
- How to use data (decision process, branding, KPIs)
- Analysis (competitors analysis, SWOT)

2. Audience

- Identifying audiences
- Segmentation
- Creating Personas
- Key messages/positioning

3. Setting goals

- How to set SMART marketing objectives

4. Setting budget

- How do you build a marketing budget
- What are the financial indicators connected to a marketing budget

5. Planning

- Marketing/communication plan
- Building a timeline



III. Marcom Processes & Tools

1. Branding

- Branding principles
- Branding vision
- Branding strategy
- Branding mix
- Branding deliverables
- Measuring branding

2. Internal Communications

- Communication principles
- Communication plan
- Channels used
- Trends & guidelines

3. Event Management (Conferences, Trade Shows, Event Sponsorships, Tech events, recruitment events, tradeshow, webinars, podcasts etc.)

- Strategy
- Planning
- Logistics
- Functions
- Trends & guidelines
- Types of events



4. Content Marketing

- Main marketing materials in IT
(case studies, whitepapers, medium articles, videos)
- Trends & Guidelines
- Integration with marketing strategy and other processes

5. Lead Generation

- Connection between sales & marketing
- Conversion
- Channels (events, digital marketing, SEO, content marketing, etc.)
- Trends & Guidelines

6. PR

- types of PR activities in IT companies
- trends & guidelines
- strategy & objectives

7. CSR

- how to integrate it into your overall marketing strategy and company positioning
- how to run a CSR strategy
- the connection between CSR & branding
- trends & guidelines



8. Website/Blog

- structure based on scope of the website/blog
- trends & guidelines
- administration

9. Email Marketing (internal & external)

- What is it fit for
- Objectives
- Principles

10. Social Media

- Main Social Media channels used in IT
- Integrated Social Media strategy/activity
- Channels particularities, differences based on objectives and audiences
- Trends
- Learn how to effectively engage with and acquire customers across a diverse range of platforms
- Identify the suitability of different platforms and develop and implement a comprehensive strategy.

11. Advertising

- Outdoor advertising
- Media ads (online/offline)



IV. Digital Marketing

1. What is Digital Marketing?

- Combining Traditional and Digital Media
- Putting It All Together for Your Digital Plan
- Adopt a structured approach that brings together all digital strands and culminates in a comprehensive, coherent digital marketing plan - set budgets, allocate resources and select appropriate channels.

2. Pay Per Click Advertising (Google, Facebook, LinkedIn)

Learn about the key concepts of digital marketing and how it differs from traditional marketing, as well as how these two practices can be implemented to complement each other.

3. Digital Display Marketing (Google, Facebook)

Learn how to create and run effective display ads and develop an understanding of the available ad formats, their relevance to specific target audiences and how to research, leverage and optimize your campaign.

4. Search Engine Optimization

In this module, you will be introduced to a range of specialist tools, on-site and off-site optimization techniques, as well as keyword research practices and link building tactics.

5. Email Marketing (MailChimp)

Design, create and implement email marketing campaigns. Learn how to write compelling copy, split test design templates and test campaigns to guarantee optimal open and click through rates.

6. Analytics + Monitoring & reporting in the decision process

Efficiently monitor and optimize your digital marketing strategy, and develop an understanding of key analytics platforms and metrics that can help you to measure its effectiveness.



V. Conclusions

1. Preparing for getting a Marketing job

- Personal branding
- Building a professional profile
- Tips & tricks at a job interview
- How to look & apply for a marketing job in IT

2. Your final presentation