



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)

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

- 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