

Semester	III	Specialization	Information Technology
Course Code	312IT	Type	Subject - Elective
Course Title	Software Marketing		

Course Objectives:

1	To understand facets of software marketing as a field of study
2	To develop in depth of understanding of Software Marketing Practices
3	To assist in developing capability to market the software

Syllabus:

Unit Number	Contents	Number of Sessions
1	Global and Indian Software Industry Environment: Historical Growth of the Industry, Market Size, Nature of Products, Projects and Services, Major Players, Industry Associations and their role in market development, Overview of India's Software Export Industry	5+1
2	Services Marketing Mix: 7 Ps of Services Marketing – Service Life Cycle Strategic Aspects of Software Marketing - Identification of potential markets, Industry/ Business analysis and creating/ sustaining competitive advantage - Segmenting, Targeting and Positioning.	5+1
3	Promotion: Role of Promotion in Software Marketing; Personnel Selling, Advertising and Sales Promotion; Trade Shows, Role of Relationship Marketing in promoting software	5+1
4	Distribution: Place – Distribution Strategies for Software Products / Services; Challenges in distribution of Software Products and Services; Role of Internet in distribution of Software Products and Services. Pricing: Factors involved in pricing software Products, Price estimating for Software Projects	5+1
5	Customer Satisfaction & Service Quality: Monitoring and Measuring customer satisfaction. Applying technology to service settings, e-services. Role of People, Process and Physical Evidence in Software Products and Services	5+1

Learning Resources:

1	Text Books	Services Marketing - Zeithaml, Bitner, Gremler&Pandit, TMGH, 4 th Edition.
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2	Reference Books	Services Marketing – Rampal& Gupta Software That Sells : A Practical Guide to Developing and Marketing your Software Project, Edward Hasted
3	Supplementary Reading Material	Services Marketing - Christopher Lovelock
4	Websites	www.softwaremarketingresource.com www.softwareceo.com
5	Journals	Journal of Services Marketing