Syllabus of the course
«Marketing of IT Products»

Specialty	*242 «Tourism and Recreation»*
Study Programme	*«Tourism»*
Study cycle (Bachelor, Master, PhD)	*the first (Bachelor) level of higher education*
Course status	*elective*
Language	*English*
Term	*second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester*
ECTS credits	*5*
Workload	*Lectures – 24 hours.*
	Practical studies – 24 hours.
	Laboratory studies – 0 hours.
	Self-study – 102 hours.
Assessment system	*Grading including Exam*
Department	*Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: http://tourism.hneu.edu.ua/*
Teaching staff	*Nataliia Viktorivna Pohuda, PhD in Economics, Associate professor*
Contacts	*nvpoguda@gmail.com*
Course schedule	*Lectures: according to the schedule* *Practical studies: according to the schedule*
Consultations	*At the Department of tourism, offline, according to the schedule, individual, PNS chat.*

Learning objectives and skills:
is to form a system of competencies
in the development, positioning and promotion of tourism products in the field of IT

Structural and logical scheme of the course

Prerequisites	Postrequsites
-	-
-	-

Course content

Module 1: *Theoretical approaches to the creation and development of IT products in tourism*
Topic 1. Theoretical aspects of IT product.
Topic 2. Product team. Research the target audience of IT products.
Topic 3. Decision making in digital products.
Topic 4. Technical component of IT product creation in tourism.
Module 2: *Marketing of IT products*
Topic 5. User behavior. Marketing of IT products.
Topic 6. Performance Marketing and user engagement.
Topic 7. Brand Marketing
Topic 8. Product marketing
Topic 9. Working with marketing funnels.
Module 3: *IT product analytics in tourism*

Topic 10. Data analysis and product analytics tools.
Topic 11. Data analytics and basic tools for analyzing IT products in tourism.
Topic 12. Business analytics and basic tools for analyzing IT products in tourism

Teaching environment (software)
Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.