

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Computer Science)

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: IT Marketing Concepts (3442)
Level: MBA-IT

Semester: Spring, 2014
Total Marks: 100

ASSIGNMENT No. 1
(Units 1-4)

Note: All questions carry equal marks.

- Q.1 What is the Internet? How it changed the role played by information systems in an organization? What is the relationship between the network revolution and electronic commerce?
- Q.2 What are the key management challenges involved in building, operating and maintaining information system today? What are the characteristics of MIS? How does MIS differ from DSS (Decision support system)?
- Q.3 You are the chief information officer (CIO) of a logistic company, briefly describe the concept of an information system to the chief executive officer (CEO). Include in this answer the three basic interacting components – input, processing and output of an information system.
- Q.4 How are information systems changing the management process? List and briefly describe the major types of systems in organizations. Define consumer behavior, what is the main focus for marketers to study CB?
- Q.5 What is a strategic information system? What is the difference between a strategic information system and a strategic-level system? Also describe appropriate models for analyzing strategy at the business level and the types of strategies that can be used to compete at this level.

ASSIGNMENT No. 2

(Units 5-8)

Total Marks: 100

Note: All questions carry equal marks.

- Q.1 Describe the various ways that information systems can be used to support business-level strategies. Internal analysis is used to evaluate the strength and weaknesses of company's internal environment. What factors a company need to evaluate while doing internal analysis?
- Q.2 Why should the Web change organizational structure or process? The key to customer retention is customer satisfaction. Why it is important for the marketers to retain the customer? The term Publicity and Public relation are interchangeable. Do you agree?
- Q.3 What is Branding and how important is to your marketing Strategy? Also discuss any five features of market oriented firms.
- Q.4 Explain how Marketers can prolong the lives of many products in the maturity? Also how can they move those products back to their growth stage?
- Q.5 Suppose a new product has been introduced in the market. List down the stages after which it will enter in the customer's buying preference list? Also suppose Nokia is a market leader in Pakistan and Q-Mobile is a market Challenger. What principles Q-Mobile should follow to target Nokia to gain market share.

3442 IT Marketing Concepts

Credit Hours: 3(3,0)

Recommended Book:

Marketing and Information Technology by John O Connor, Eamonn Galvin

Course Outline:

Unit No. 1 Introduction to Marketing and IT

What is Marketing, The Changing Role of Marketing, Marketing at a Crossroads, The New Marketing Organization, The Strategic Role of Information Technology, Management Information System (MIS), Decision Support System (DSS), New Development in Management Information, Creating a Knowledge Organization

Unit No. 2 Modern Promotion Strategies

Users of Marketing Information, The Sources of Marketing Information, MkIS Subsystems and Processes, The Role of Promotion in the Marketing Mix, Advertising Media

The Impact of Information Technology on Advertising, Sales Promotions

Unit No. 3 Customer Strategy

Customer Segmentation, The Role of Geographic Information Systems
The Central Role of the Customer Database, Developing the Customer Database
Data Protection Issues, The Evolution of Database Marketing, The Uses of Database in Marketing, Direct Marketing, Relationship Marketing

Unit No. 4 Marketing on the Web

The Information Society and The Information Revolution, The Impact on Business
The Growth of Electronic Commerce, The Impact on Marketing, What is Information Technology, Hardware, Software, Telecommunication Trends, Marketing in Cyberspace, Multimedia, The Internet and The World Wide Web, Internet Commerce, Interactive Television, Animation and Virtual Reality

Unit No. 5 The Product and Pricing

Technology Driven Product and Services, New Product Decision and Life Cycle
The Use of Information Technology in Manufacturing, Different Approaches to Pricing, The Role of IT in Pricing, Demand Vs Price

Unit No. 6 Distribution

The Role of Distribution in the Marketing Mix, Managing Multiple Distribution Channels

Direct and Indirect Sales Channels

Unit No. 7 Services Marketing

Sales Management, Sales-Force Automation, Implementing SFA Systems, Customer Service Management, Software House Marketing, IT Services Marketing

(Note: Teacher shall download material on these Topics From Web and discuss Cases in the Group of Students)

Unit No. 8 Design and Maintenance

The System Development Life Cycle, Feasibility Study, Requirement Analysis, Design Implementation and Maintenance

Unit No. 9 Case Study

Business Problem, IT Based Marketing Solution, Development of Business Blue Print