



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 2<sup>nd</sup> Semester

Branch: Sales and Marketing

Subject Name: Project – III (Analysis of Marketing Environment)

Subject Code: 1122205

With effective  
from academic  
year 2021-2022

## Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	P	OJT		Theory		Tutorial/ Practical		
			University exams (ESE)	Progressive Assessment (PA)	External Practical /viva Exam (ESE)	Internal evaluation Practical /viva Exam (PA)		
-	3	-	3	-	-	-	50	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

## Content:

Sr. No.	Content	Hrs.
1	Micro and Macro Environment	5
2	4Ps of Marketing	10
3	Identifying Competitors	5
4	Porter's Five Force Model	5
	<b>Total</b>	<b>25</b>

## Course Outcomes:

After learning the course the students should be able to:

1. Assess factors of marketing environment.
2. Understand marketing management decisions with reference to 4Ps.
3. Analyze dimensions of competition in a business.