



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 2nd Semester

Branch: Sales and Marketing

Subject Name: On-Job-Training : Marketing Tools

With effective
from academic
year 2021-22

Subject Code: 1122207

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)		
-	-	15	15	-	-	-	200	200

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

Content:

Sr. No.	Content	Hrs.
1	• Importance of Marketing Tools	40
2	• How to decide Marketing Tools	50
3	• Difference between Marketing and Promotion	20
4	• Difference between Traditional and Online Marketing	40
5	• Recent trends in Marketing like Mobile and App Advertising, Online Advertising, Digital and Social Media Marketing	50
Total		200

Course Outcomes:

After learning the course the students should be able to:

1. Learn basis for determining Marketing Tools.
2. Select appropriate Marketing Tools.
3. Formulate effective digital marketing strategies.
4. Explore emerging trends in traditional and online marketing.