



Bachelor of Vocation (B.Voc)

Semester: III

Branch: Sales & Marketing Management

Subject Name: Vocational Practical – 6

(Marketing Strategy)

Subject Code: 1132206

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | | Total Marks |
|-----------------|---|---|---------|-------------------|---------|-----------|----|-------------|
| L | T | P | | Theory Marks | | Practical | | |
| | | | ESE (E) | PA(M) | ESE (V) | PA (I) | | |
| 0 | 0 | 2 | 2 | 0 | 0 | 30 | 20 | 50 |

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

Content:

| Sr. No. | Content | Hrs. |
|--------------|--|-----------|
| 1 | Vision and Mission statement of a company | 5 |
| 2 | Goals and objectives of a company | 5 |
| 3 | SWOT analysis of a company | 5 |
| 4 | Marketing strategy of a company | 5 |
| 5 | Tools and techniques used by company for marketing | 5 |
| Total | | 25 |

Course Outcomes:

After learning the course the students should be able to:

1. Understanding and effectively using the fundamental frameworks, processes, and analysis tools of marketing strategy.
2. Using the “first principles” of marketing strategy to solve business problems.