



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 4th Semester

Branch: Sales & Marketing Management

Subject Name: Vocational Practical-8

(Product Launching)

Subject Code: 1142206

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			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.	% Weightage
1	Introduction of Product Launching & Need of New Product Development	5	20
2	Market Research & Study your Target Market	5	20
3	New Product Development Process & Test Market	5	20
4	Consumer Adoption Process & Commercialization	5	20
5	Feedback & Evaluation of Product Launching Process	5	20
	Total	25	

Reference Books:

1. Marketing Management by Philip Kotler

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Students will learn About Product Launching Need	20
CO-2	Students will learn About Market Research & Target Market	20
CO-3	Students will learn About New Product Development Process	20
CO-4	Students will learn About Consumer Adoption Process & Commercialization	20
CO-5	Students will learn About overall Evaluation of Product Launching Process	20