



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Syllabus for Bachelor of Vocation (B.Voc), 5<sup>th</sup> Semester**

**Branch: Sales & Marketing Management**

**Subject Name: Vocational Practical-10**

**(Telemarketing)**

**Subject Code: 1152206**

**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; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Contents:**

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1	Introduction to Tele Marketing and Procedures of <ul style="list-style-type: none"> <li>• How Tele Marketing Took Place In The Marketing</li> <li>• Scope, Meaning, and Types Of Tele Marketing</li> </ul>	7	25%
2	History and Evolution of Tele Marketing: <ul style="list-style-type: none"> <li>• Tele Marketing Driven By Technology</li> <li>• Assistant Automation</li> <li>• Current Trends</li> </ul>	7	25%
3	Regulatory and Legislative Controls of Customer Privacy and Protection <ul style="list-style-type: none"> <li>• Distinctive Rules with Reference of Different Countries</li> </ul>	7	25%
4	Analysis and Evaluation of Tele Marketing <ul style="list-style-type: none"> <li>• Effectiveness Measurement</li> </ul>	7	25%
		28	100%

**Course Outcomes:**

Sr. No.	CO Statement	Marks % Weightage
CO-1	Student will come to know about insights one of Traditional Marketing Tool: Tele Marketing	25%
CO-2	History and Evolution make clear base of Tele Marketing in Student's Mind	25%
CO-3	Security of Customer's Data And Protection Regulations	25%
CO-4	Student will also get idea of Analyzing the Data and Evaluate For Effective Results	25%