



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 6th Semester
Branch: Sales & Marketing Management
Subject Name: Project Work
Subject Code: 1162205

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	4	4	0	0	80	20	100

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

Content:

Sr. No.	Content	Hrs.
1	<ul style="list-style-type: none">• Introduction<ul style="list-style-type: none">➤ Industry Overview➤ Introduction Of Company➤ History Of Company➤ Organization Structure➤ Vision, Mission and Objectives of the company➤ SWOT Analysis	15
2	<ul style="list-style-type: none">• Departmental Study<ul style="list-style-type: none">➤ Finance➤ HR➤ Production	15
3	<ul style="list-style-type: none">• Marketing Department<ul style="list-style-type: none">➤ Product Category➤ Pricing Strategies➤ Place Strategies➤ Promotional Strategies	15
4	<ul style="list-style-type: none">• Marketing Strategies of the company<ul style="list-style-type: none">➤ Target Market➤ Market Segmentation➤ Positioning	15
	Total	60

Course Outcomes:

After learning the course the students should be able to understand:

1. Students will come to know about company's profile with insightful knowledge.
2. Students gain knowledge of different departments of company.
3. Traditional and Digital marketing strategies of company.