



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurs Development

Course / Subject Code : BV05006011

Course / Subject Name : Introduction to Marketing

w. e. f. Academic Year:	2026-27
Semester:	5
Category of the Course:	Core Course

Prerequisite:	Passion to Learn
Rationale:	This course will help student to develop basic understanding of Marketing.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Understand what is Marketing and how it is different from sales
02	Understand 4 Ps of Marketing
03	Understand concept of Digital Marketing

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	50	0	0	0	50

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Marketing * Definition and Concept of Marketing * Role and Importance of Marketing * Marketing VS Sales * The Marketing Process	10	20
2.	The Marketing Mix: 4Ps of Marketing Product Price Place Promotion	15	40



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3.	Introduction To Digital Marketing * Concept of digital Marketing * Key Channels of Digital Marketing * Importance and Benefits of Digital Marketing	20	40
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
20	20	10	-	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

1. Etzel J. Michael, Stanton J. William, Marketing Concepts and Cases, Tata McGraw Hill Publishing Co. Ltd.
2. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall.
3. Ramaswamy, V.S. & Nama kumari, S., Marketing Management Indian Context with Global Perspective, Mc Graw Hill.
4. Kotler, P., Keller, K.L., Koshy, A., & Jha, M., Marketing Management, A South Asian Perspective, Mc Graw Hill.
5. Saxena Rajan, Marketing Management, Tata McGraw Hill Publishing Co. Ltd.

Teaching Method:

1. Case Discussion
2. Projects and Assignments
3. Class Participation, quizzes, etc.
