



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurs Development

Course / Subject Code : BV05006051

Course / Subject Name : Basic Marketing Practices

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 the difference between Marketing and Sales
02	Understand the importance of Marketing for a New Business or a startup
03	Understand how 4Ps work in real life marketing scenario

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)	
0	0	2	1	0	0	20	30	50

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Setting 4Ps in Marketing of a New Business or Startups	20	25
2.	Digital Marketing setups for a New Business or Startup	40	75
	Total	60	100
