



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurs Development

Course / Subject Code : BV05006071

Course / Subject Name : Assisting Entrepreneur in Marketing

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

Prerequisite:	Passion to Work
Rationale:	This course will help students gain working experience of handling Marketing Campaigns for a business or startup.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Work out 4Ps
02	Plan and Handle a Marketing Campaign
03	Plan and Handle a Digital Marketing Campaign

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	12	6	0	0	100	100	200

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Assisting in identifying 4Ps	25	12.5
2.	Assisting in Planning and Executing a traditional marketing campaign	25	12.5
3.	Assisting in setting up a digital marketing setup	50	25
4.	Assisting in planning and executing a digital marketing campaign	100	50
	Total	200	100
