



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB02094021

Course / Subject Name : Marketing Strategies for Enterprise Development

W. e. f. Academic Year	2025-26
Semester	2
Category of Subject	Core Course (CC)

Prerequisite:	Not required
Rationale:	The course aims to provide an overview of various functions of Marketing. It equips the students with a conceptual understanding of Marketing and its practical application. This will help to gain practical knowledge of various Marketing fundamentals of the organization and develop an understanding of the concepts of marketing Management in their role as managers.

Course Outcomes:

Sr. No.	Course Outcomes	RBT Level
CO1	To understand relevant functional areas of marketing management and its application	UN
CO2	To Apply resolution of problems pertaining to marketing management through Various strategies	AP
CO3	To Analyze sales and distribution plans and strategies.	AN
CO4	To Create marketing strategies for Start-up	CR

Teaching and Examination Scheme:

(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*	TH		C	Theory		Tutorial / Practical		
					ESE (E)		PA (M)	PA (I)	PBL (I)	ESE (V)	
30	0	30	30	90	3	30	20	20	30	0	100

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.



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Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	An overview of Marketing <ul style="list-style-type: none">• What is Marketing• Differences between sales and Market orientations• Customer Value delivery Understanding the marketplace and Consumers <ul style="list-style-type: none">• Analyzing the marketing Environment• Managing marketing information to gain customer insights• Consumer markets and consumer buyer behavior• Business markets and business buyer behavior Segmenting and Targeting Markets <ul style="list-style-type: none">• Market segmentation• Strategic for selecting Target markets• One-to-one marketing• Positioning• Product items, lines and mixes	15	15
2	Marketing MIX <ul style="list-style-type: none">• Product• Price• Place• Promotion Sales Management <ul style="list-style-type: none">• Nature and Importance of sales management• Role of a Sales Manager• Types of sales management positions• Theories of personal selling• Personal selling objectives• Sales forecasting methods• Sales Related Marketing Policies	15	15
3	All students have to work on the application of above mentioned areas for the goods or service in which they are working as a startup. They have to decide the STP and Marketing Mix for their goods or services.	30+30	PA(I) + PBL* (I) assessment
Total Hours/Marks:		30	100



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Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	20	30	20	0	30

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Blooms Taxonomy)

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson Education
2	Principles of Marketing – A South Asian Perspective	Lamb, Hair, Sharma &McDanie	Cengage Learning
3	Sales & Distribution Management	Krishna K. Havaldar, Vasant M. Cavale	Tata McGraw Hill
4	Sales and Distribution Management: Decisions, Strategies & Cases	Richard R. Still,Edward W. Cundiff,Norman A.P. Govoni, Sandeep Puri	Pearson
5	The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback	Dan Olsen	John Wiley & Sons

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. The International Journal of Marketing
2. Prabandhan – A Journal of Management
3. Indian Journal of Marketing
4. Business India / Business Today / Business World
5. Business Standard/Economic Times/Financial Times/ Financial Express

CO-PO Mapping

Semester-2	Marketing Strategies for Enterprise Development				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	1	1	1	2	3
CO2	2	2	3	3	1
CO3	3	3	2	1	2
CO4	2	3	1	2	1