



MAHARAJA AGARSAIN PUBLIC SCHOOL

a Cambridge International School

Ashok Vihar, Ph-IV, Delhi



CLASS – XII

SUBJECT – MARKETING

TERM – I (MARCH TO SEPTEMBER)

| TERM – I | | |
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| DURATION | TOPICS COVERED | |
| MARCH – MAY | <u>Unit 1- Product</u> Meaning & Importance of Product. Classification of Product. Product Life Cycle – Concept & Stages. Role of Packaging & Labeling <u>Unit 2- Price Decision</u> Meaning and Importance of Price. Factors Affecting Pricing. Types of Pricing. | Unit test – I (Max .Marks – 25) (Topics Tested Through Unit Test) <u>Unit 1- Product</u> Meaning & Importance of Product. Classification of Product. Product Life Cycle – Concept & Stages. Role of Packaging & Labeling |
| JULY | TOPICS COVERED <u>Unit 3- Place Decision</u> Channels of Distribution Meaning & Importance of Place Types of Distribution | FIRST TERM EXAMINATION (Topic covered till MAY) <u>Unit 1- Product</u> <u>Unit 2- Price Decision</u> <u>Unit 3- Place Decision</u> (covered in Term -I) |
| AUG- SEPT. | <u>Unit 3- Place Decision</u> Factors affecting the choice of Channels of Distribution Functions of intermediaries. <u>Unit 4- Promotion</u> Meaning & Need of Promotion. Elements of Promotion Mix. Factors affecting the selection of Promotion | Unit test – II (Max .Marks – 25) (Topics Tested Through Unit Test) <u>Unit 3- Place Decision</u> |
| OCT. (1 ST Fortnight) | Half Yearly (Total Syllabus covered during the TERM - I) <u>Unit 1- Product</u> <u>Unit 2- Price Decision</u> <u>Unit 3- Place Decision</u> <u>Unit 4- Promotion</u> | |

TERM –II (OCTOBER TO MARCH)

| TERM- II | |
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| DURATION | TOPICS COVERED |
| OCT.- NOV. | <u>Unit 5- Emerging Trends in Marketing</u> Service Marketing. Online Marketing. Social Media Marketing. Project Work- 1. Advertising Appeals |

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|-------------|---|
| | <p>2. Branding, packaging and labeling</p> <p>3. Channels of Distribution</p> |
| DEC. | <p style="text-align: center;">II TERMINAL EXAMINATIONS</p> <p><u>Unit 1- Product</u></p> <p><u>Unit 2- Price Decision</u></p> <p><u>Unit 3- Place Decision</u></p> <p><u>Unit 4- Promotion</u></p> <p><u>Unit 5- Emerging Trends in Marketing</u></p> |
| JAN. | <p style="text-align: center;">I PREBOARD & PRACTICAL/ REVISION PLAN</p> <p><u>Unit 1- Product</u></p> <p><u>Unit 2- Price Decision</u></p> <p><u>Unit 3- Place Decision</u></p> <p><u>Unit 4- Promotion</u></p> <p><u>Unit 5- Emerging Trends in Marketing</u></p> <p>Theory: 60 Marks</p> <p>Project Work and Viva</p> <ol style="list-style-type: none"> 1. Advertising Appeals 2. Branding, packaging and labeling 3. Channels of Distribution <p>Practical: 40 Marks</p> |
| FEB. | <p style="text-align: center;">REVISION PLAN</p> <p>Unit Wise tests and extra questions.</p> |

***** Celebrating 40 Years *****