



MAHARAJA AGARSAIN PUBLIC SCHOOL
a Cambridge International School
Ashok Vihar, Delhi

CLASS - XI
SUBJECT: MARKETING
SESSION 2023-24

DURATION	SYLLABUS COVERED	SYLLABUS TESTED	SUBJECT ENRICHMENT/PRACTICAL / ENGLISH/ CONVERSATION/ VISUAL STIMULUS	LEARNING OUTCOMES	RESOURCES	SDG
PT1 (APRIL- MAY) 15 th May	<u>Subject Skills: Unit 1-</u> Introduction to Marketing	<u>Unit 1-</u> Introduction to Marketing	<ul style="list-style-type: none"> • Project 1: PPT Presentation of Real life examples of businesses using various marketing philosophies. 	<u>Subject Skills:</u> <u>Unit 1-</u> Introduction to Marketing <ul style="list-style-type: none"> • Acquaint students with the concept of Manufacturer and marketer. • Understand needs, wants, demands, market offering and customer value along with customer satisfaction. • To understand the Meaning, Nature, Objectives, Scope and Importance of Marketing. • Differentiate between Marketing and Selling. • Identify Marketing Philosophies and the basic ideology behind each concept evolved • Enumerate supportive examples for each concept Specify the role of marketing in development of economy, in a company, society and consumers	CBSE NOTES: <u>Subject Skills:</u> http://cbseacademic.nic.in/web_material/Curriculum21/publication/srsec/812%20MARKETING%20XI.pdf	SDG 12 Responsible consumption and production

<p>TERM-I (JUNE - JULY) 1st JULY</p>	<p><u>Subject Skills:</u>Unit 1- Introduction toMarketing</p>	<p><u>Unit 1-</u> Introduction to Marketing</p> <p><u>Unit 2-</u> Marketing Environment</p> <p><u>Employability Skills</u> Unit 1: Communication Skills</p>	<p>● Project 1: PPT Presentation of Real life examples of businesses using various marketing philosophies.</p> <p>● Project File: Collect print advertisements and analyzing the Message conveyed in marketing of goods, services people, ideas, experience, events, places, properties, organisations and information.</p>	<p><u>Subject Skills:</u> <u>Unit 1-</u> Introduction toMarketing</p> <ul style="list-style-type: none"> ● Acquaint students with the concept of Manufacturer and marketer. ● Understand needs, wants, demands, market offering and customer value alongwith customer satisfaction. ● To understand the Meaning, Nature, Objectives, Scope andImportance of Marketing. ● Differentiate betweenMarketing and Selling. ● Identify Marketing Philosophies and the basic ideology behindeach concept evolved ● Enumerate supportiveexamples for each concept ● Specify the role of marketing in development of economy, in a company, society and consumers 	<p>CBSE NOTES:</p> <p><u>Subject Skills:</u> http://cbseacademic.nic.in/web_material/Curriculum21/publication/srsec/812%20MARKETING%20Xl.pdf PPT: https://docs.google.com/presentation/d/1P1cEln6mSxLnNaJBOhMF-XWeHu2mBjHWHOqUBAvqztw/edit?usp=sharing</p>	<p>SDG 12 Responsible consumption and production</p>
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<p><u>Employability Skills</u> Unit 1: Communication Skills</p> <p><u>Subject Skills:</u> Unit 2- Marketing Environment</p>			<p>● Poster: Depict PESTLE Analysis of Marketing Environment</p>	<p><u>Employability Skills</u> Unit 1: Communication Skills</p> <ul style="list-style-type: none"> Identify the barriers to active listening. Identify the stages of active listening. Follow the steps towards removing barriers for active listening. Identify and explain the Parts of Speech Identify the different parts of a sentence. Differentiate between active and passive voice. Compose different types of sentences. 	<p><u>Employability Skill</u> http://cbseacademic.nic.in/web_material/Curriculum21/publication/srsec/Employability_Skills_XII.pdf</p> <p>Learnwise Portal: https://lms.learnwise.wfglobal.org/IN/en/home</p>	<p>SDG 4 Quality Education</p>
				<p><u>Unit 2- Marketing Environment</u></p> <ul style="list-style-type: none"> Understanding the term Marketing environment, static environment and dynamic Environment Distinguish between 'Internal environment factors' and 'External environment factors' Rationalise the Environmental scanning Explicate various factors of macro environment, i. e. or physical forces, Technological forces and Socio-cultural forces Classify the main heads involved in Micro business environment 	<p>PPT https://docs.google.com/presentation/d/15YzFpdAjOgs9VOTEw3AOkki69BIOr1OUm6eJPROPI_g/edit#slide=id.gd2cb3825f1_0_0 VIDEO https://www.youtube.com/watch?v=Ule8n6GgE1g</p>	<p>GOAL 3: Good Health and Well-being.</p>

<p>PT2 (JULY-AUG) 7th August</p>	<p><u>Subject Skills:</u>Unit 3- Marketing Segmentation, Targeting and Positioning</p>	<p><u>Subject Skills:</u> Unit 3- Marketing Segmentation</p>	<p>PPT/Video Presentation: Use any basis of segmentation and survey the launch of product variants.</p>	<p><u>Unit 3-</u> Marketing Segmentation, Targeting and Positioning</p> <ul style="list-style-type: none"> • Elucidate the implication of the word Segmentation. • Describe the importance of segmentation • Identify and understand different bases of segmentation. 	<p>https://www.youtube.com/watch?v=hnz1kClvHcs</p>	<p>SDG 11 Sustainable cities and communities</p>
<p>HALF YEARLY (SEP)</p>	<p><u>Subject Skills:</u>Unit 3- Marketing Segmentation, Targeting and Positioning <u>Employability Skills</u> Unit 2: Self-management Skills</p>	<p><u>Unit 1-</u> Introduction to Marketing <u>Unit 2-</u> Marketing Environment <u>Unit 3-</u> Marketing Segmentation, Targeting and Positioning <u>Employability Skills</u> Unit 1: Communication Skills Unit 2: Self-management Skills Unit 3: Information and Communication Technology Skills</p>	<p>Project: Positioning :The Battle for the Mind Students will prepare a Radio show on different positioning strategies.</p>	<p><u>Unit 3-</u> Marketing Segmentation, Targeting and Positioning</p> <ul style="list-style-type: none"> • Comprehend the concept of targeting and its types • Identify the selection criteria for targeting • Define Positioning • Describing the positioning Process • Identify bases for Positioning <p><u>Unit 2:</u> Self-management Skills</p> <ul style="list-style-type: none"> • explain the meaning of motivation. • describe the type of motives. <ul style="list-style-type: none"> • differentiate between intrinsic and extrinsic motivation. • describe the meaning of a positive attitude. • identify the steps for being positive in life. • identify ways to be result oriented. • describe basic personality traits. • describe common personality disorders 	<p>https://docs.google.com/presentation/d/1AcY4ZVgCUMnNhqpkfV8Isz7rZ4OSiruC/edit#slide=id.p2</p> <p>https://www.youtube.com/watch?v=iGOw39GWDaI</p>	

	Unit 3: Information and Communication Technology Skills		PPT presentation on a success story of an entrepreneur who motivates you.	Unit 3: Information and Communication Technology Skills <ul style="list-style-type: none"> • explain the importance and usage of spreadsheets. • list different spreadsheet applications. • Apply functions in the spreadsheet like formulae, sort data, add filters, protect spreadsheet with a password. • describe the advantages of digital presentation. • list various presentation software. • list features of a presentation. • create a new presentation 	Learnwise Portal: https://lms.learnwise.wfglobal.org/IN/en/home	SDG 9 Industry, Innovation and Infrastructure
PT3 (NOV-DEC) 4 th December	<u>Subject Skills: Unit 4-</u> Fundamentals of Marketing Mix also of Marketing Mix	<u>Subject Skills: Unit 4-</u> Fundamentals of Marketing Mix <u>Employability Skills Unit 4:</u> Entrepreneurial Skills	Activity: Design the marketing mix of a product (good/service) Project: Branding, Packaging and Labelling (Comparison of packages of various brands of different products)	Unit 4- Fundamentals of Marketing Mix <ul style="list-style-type: none"> • Understand concept and characteristics of marketing mix • Identify different marketing mix of products/services • Specify steps in developing marketing mix. • Specify 4P's for consumer goods • List the 7P,s for services • Recognise the concept of 4C's as an extension of 4P's 	PPT https://docs.google.com/presentation/d/1AcY4ZVgCUMnNhqpkfV8Isz7rZ4OSiruC/edit?usp=sharing&ouid=108096007535550772840&rtf=true&sd=true	SDG 8 Decent Work and Economic Growth

	<p>Employability Skills</p> <p>Unit 4: Entrepreneurial Skills</p>		<p>PPT presentation on a success story of an entrepreneur who motivates you.</p>	<p>Unit 4: Entrepreneurial Skills</p> <ul style="list-style-type: none"> • Explain the qualities of an entrepreneur. • Define what entrepreneurship is. • Identify barriers and fears related to becoming an entrepreneur. • Identify the attitudes and competencies that make an entrepreneur successful. 	<p>https://www.youtube.com/watch?v=uu84SOw8mo</p>	<p>SDG 1 No Poverty</p>
<p>PRE FINAL (JAN)</p>	<p>Subject Skills:</p> <p>Unit 5- Consumer Behaviour</p> <p>Employability Skills</p> <p>Unit 5: Green Skills</p>	<p>Subject Skills:</p> <p>Unit 1- Introduction to Marketing</p> <p>Unit 2- Marketing Environment</p> <p>Unit 3- Marketing Segmentation, Targeting and Positioning</p> <p>Unit 4- Fundamentals of Marketing Mix</p> <p>Unit 5- Consumer Behaviour</p> <p>Employability Skills</p> <p>Unit 1: Communication Skills</p> <p>Unit 2: Self-management Skills</p> <p>Unit 3: Information and Communication Technology Skills</p> <p>Unit 4: Entrepreneurial Skills</p> <p>Unit 5: Green Skills</p>	<p>Project: Video showing the consumer decision making process</p> <p>Poster: Depict how green jobs help the economy</p>	<p>Unit 5- Consumer Behaviour</p> <ul style="list-style-type: none"> • Understand the term Consumer Behaviour in marketing • Identify consumer and buyer the two major components of buying behaviour • Explain the significance of Consumer behaviour • Discuss various cultural factors, social factors and psychological factors influencing consumer behaviour • Identify and understand the various buying roles played by consumers in different kinds of purchase situations. • Recognize the five stages involved in making a decision of purchase. <p>Unit 5: Green Skills</p> <ul style="list-style-type: none"> • Identify green jobs in various industries and sectors. • explain the role and importance of green jobs. 	<p>PPT</p> <p>https://docs.google.com/presentation/d/1GjdIz6S8iISxeEtohosYspB4_tkVfBCD/edit?usp=sharing&ouid=108096007535550772840&rtfpof=true&sd=true</p> <p>https://www.youtube.com/watch?v=NrNOzCjI8A4</p>	<p>SDG 10 Reduced Inequalities</p> <p>SDG 7 Affordable and clean Energy</p>

FINAL TERM (FEB)	100% syllabus + Practicals	100% syllabus + Practicals	-	-		
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