



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

**CLASS - XII**  
**SUBJECT: MARKETING(812)**  
**SESSION 2023-24**

DURATION	SYLLABUS COVERED	SYLLABUS TESTED	SUBJECT ENRICHMENT/PRACTICAL/ ENGLISH/ CONVERSATION/ VISUAL STIMULUS	LEARNING OUTCOMES	RESOURCES	SDG
PT1 (APR-MAY) 24th April	<u>Subject Skills:</u> <u>Unit 1-</u> Product Mix	<u>Subject Skills:</u> <u>Unit 1-</u> Product Mix	<p><b>Guidelines for Project Preparation:</b></p> <p>The final project work should encompass chapters on:</p> <ol style="list-style-type: none"> <li>Introduction,</li> <li>Identification of core and advance issues,</li> <li>Learning and understanding and</li> <li>Observation during the project period.</li> </ol> <p>Project Work:</p> <p><b>Branding, Packaging and Labeling</b></p> <p>Market survey of selected consumer products on the basis of brand name and package.</p> <p>Collection of data and preparing reports on the popularity of different brands and popularity and quality of packages of the products, and reasons thereof.</p>	<p><u>Subject Skills:</u> <u>Unit 1-</u> Product Mix</p> <ul style="list-style-type: none"> <li>● Explain meaning of Product in marketing</li> <li>● To understand the components of a Product.</li> <li>● Provide Information regarding importance of the Product</li> <li>● Elucidate the various levels of product</li> <li>● Detail the classification of consumer goods along with their features.</li> <li>● Explain various Types of industrial goods and their features.</li> <li>● Comprehend the concept of Product Mix, Product line.</li> <li>● Identify the various stages in a product life cycle</li> <li>● Understand the response of marketers in these stages.</li> <li>● Detailing the concept of packaging, role, importance, functions and types. In addition understanding the concept of labeling</li> <li>● Comprehend the important features of good packaging and the types of packaging.</li> </ul>	<p><u>Subject Skills:</u>  <a href="http://cbseacademic.nic.in/web_material/Curriculum21/publication/sec/812%20MARKETING%20XIL.pdf">http://cbseacademic.nic.in/web_material/Curriculum21/publication/sec/812%20MARKETING%20XIL.pdf</a></p> <p>PPT  <a href="https://docs.google.com/presentation/d/1DzGaHC_Vgj1OGrXLTswQTOZTBVxki3zYoNOi825o5Oc/edit?usp=sharing">https://docs.google.com/presentation/d/1DzGaHC_Vgj1OGrXLTswQTOZTBVxki3zYoNOi825o5Oc/edit?usp=sharing</a></p>	SDG 12 responsible Consumption and Production

<p>TERM-I (JUNE-JUL Y) 5<sup>th</sup> July</p>	<p><u>Subject Skills:</u> <u>Unit 2-</u> Price Mix</p>	<p><u>Subject Skills:</u> Unit 1- Product Unit 2- Price Decision  <u>Employability Skills</u> Unit 1: Communication Skills  Unit 2: Self-management Skills</p>	<p>Project: Create a detailed practical file highlighting the movement of few (8-10) products through different stages of the product life cycle.</p> <p>Project: Prepare a list of various pricing policies that have been adopted by ten manufacturing/ service firms.</p>	<p><u>Unit 2-</u> Price Mix</p> <ul style="list-style-type: none"> <li>● Explicate meaning of price in marketing</li> <li>● To comprehend the relationship between price and other three P's of marketing mix</li> <li>● Elucidate significance of pricing for a firm and customers.</li> <li>● Enumerate internal and external factors affecting product pricing and their significance</li> <li>● Differentiate and assess the basis of different types of pricing in market</li> <li>● Classify different pricing methods.</li> <li>● Adjudge the rationale behind different types of pricing</li> </ul>	<p>PPT <a href="https://docs.google.com/presentation/d/1DzGaHC_Vgj10GrXLTswQTOZTBVxkj3zYoNOj825o5Oc/e/dit?usp=sharing">https://docs.google.com/presentation/d/1DzGaHC_Vgj10GrXLTswQTOZTBVxkj3zYoNOj825o5Oc/e/dit?usp=sharing</a></p>	<p>SDG 8 Decent work and Economic Growth</p>
	<p><u>Employability Skills</u> Unit 1: Communication Skills</p>		<p>Resume Preparation Self introduction.</p>	<p>Unit 1: Communication Skills</p> <ul style="list-style-type: none"> <li>● Identify the barriers to active listening.</li> <li>● Identify the stages of active listening.</li> <li>● follow the steps towards removing barriers for active listening.</li> <li>● Identify and explain the Parts of Speech</li> <li>● Identify the different parts of a sentence.</li> <li>● Differentiate between active and passive voice.</li> <li>● Compose different types of sentences.</li> </ul>	<p>CBSE NOTES:  <u>Employability Skill</u> <a href="http://cbseacademic.nic.in/web_material/Curriculum21/publication/srsec/Employability_Skills_XII.pdf">http://cbseacademic.nic.in/web_material/Curriculum21/publication/srsec/Employability_Skills_XII.pdf</a></p>	<p>SDG 4 Quality education</p>
	<p>Unit 2: Self-management Skills</p>		<p>PPT Presentation: Prepare a presentation depicting personality traits and disorders.</p>	<p><u>Unit 2:</u> Self-management Skills</p> <ul style="list-style-type: none"> <li>● explain the meaning of motivation.</li> <li>● describe the type of motives.</li> </ul>	<p>Learnwise Portal: <a href="https://lms.learnwise.wf">https://lms.learnwise.wf</a></p>	<p>SDG 3 Reduced Inequalities</p>

				<ul style="list-style-type: none"> <li>differentiate between intrinsic and extrinsic motivation.</li> <li>describe the meaning of a positive attitude.</li> <li>identify the steps for being positive in life.</li> <li>identify ways to be result oriented.</li> <li>describe basic personality traits.</li> <li>describe common personality disorders</li> </ul>	<a href="http://global.org/IN/en/home">global.org/IN/en/home</a>	
PT-2 (JULY-AUG) 17 <sup>th</sup> July	<u>Subject Skills:</u> Unit 3- Place Mix (Half)	<u>Subject Skills:</u> Unit 3- Place Mix (Half)  <u>Employability Skills</u> Unit 3: Information and Communication Technology Skills	Create a project Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries.	Unit 3- Place Mix <ul style="list-style-type: none"> <li>understand Nature and importance of distribution channel for Place</li> <li>understand the role of Manufacturers, Intermediaries, Facilitating agencies, and Consumers</li> <li>List Functions performed by channels of distribution</li> <li>Describe direct and indirect channels of distribution</li> <li>understand different intermediaries involved for place</li> </ul>	PPT <a href="https://docs.google.com/presentation/d/1k4NiUjChM5EMsvWKXqekTXbTuTgbEDhh/edit?usp=sharimg&amp;ouid=108096007535550772840&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1k4NiUjChM5EMsvWKXqekTXbTuTgbEDhh/edit?usp=sharimg&amp;ouid=108096007535550772840&amp;rtpof=true&amp;sd=true</a>	SDG 9 Industry Innovation and Infrastructure
	<u>Employability Skills</u> Unit 3: Information and Communication Technology Skills		Complete the following tasks to display Lab activity:  Objective  questionnaire  responses  Data representation  Statistical Analysis  conclusion of the survey	Unit 3: Information and Communication Technology Skills <ul style="list-style-type: none"> <li>explain the importance and usage of spreadsheets.</li> <li>list different spreadsheet applications.</li> <li>Apply functions in the spreadsheet like formulae, sort data, add filters, protect spreadsheet with a password.</li> <li>describe the advantages of digital presentation.</li> <li>list various presentation software.</li> </ul>	Learnwise Portal: <a href="https://lms.learnwise.wfglobal.org/IN/en/home">https://lms.learnwise.wfglobal.org/IN/en/home</a>	

				<ul style="list-style-type: none"> <li>list features of a presentation.</li> <li>create a new presentation</li> </ul>		
HALF YEARLY (SEP)	<u>Subject Skills:</u> Unit 3- Place Mix	<u>Subject Skills:</u> Unit 1- Product Unit 2- Price Decision Unit 3- Place Mix <u>Employability Skills</u> Unit 1: Communication Skills Unit 2:		Unit 3- Place Mix <ul style="list-style-type: none"> <li>Understand the functions of two main Intermediaries i.e wholesalers and retailers</li> <li>Identify, explain and exemplify the factors determining choice of channels of distribution</li> </ul>	PPT <a href="https://docs.google.com/presentation/d/1k4NiUiChM5EMsvWKXqekTXbTuTgbEDhh/edit#slide=id.p1">https://docs.google.com/presentation/d/1k4NiUiChM5EMsvWKXqekTXbTuTgbEDhh/edit#slide=id.p1</a>	SDG 9 Industry Innovation and Infrastructure
	Unit 4- Promotion Mix	Self-management Skills Unit 3: Information and Communication Technology Skills	Create a project on promotion mix practices followed by Indian firms	Unit 4- Promotion Mix <ul style="list-style-type: none"> <li>Identify the concept of promotion</li> <li>Specify the importance of Promotion.</li> <li>Identify the elements of Promotional Mix.</li> <li>Identify and explain various techniques of sales promotion.</li> <li>Identify and list the significance of various media for advertising.</li> <li>List out the factors in the selection of Promotional Mix</li> </ul>	VIDEO <a href="https://www.youtube.com/watch?v=rVOOM8t254">https://www.youtube.com/watch?v=rVOOM8t254</a>	SDG 9 Industry Innovation and Infrastructure
TERM II (NOV) 20 <sup>th</sup> November	<u>Employability Skills</u> <u>Unit 4:</u> Entrepreneurial Skills	<u>Subject Skills:</u> Unit 1- Product Unit 2- Price Decision Unit 3- Place Mix Unit 4- Promotion Mix <u>Employability Skills</u> Unit 1: Communication Skills Unit 2: Self-management Skills Unit 3: Information and Communication Technology Skills	Depict the competencies of an entrepreneur in a presentation.	Unit 4: Entrepreneurial Skills <ul style="list-style-type: none"> <li>Explain the qualities of an entrepreneur.</li> <li>Define what entrepreneurship is.</li> <li>Identify barriers and fears related to becoming an entrepreneur.</li> <li>Identify the attitudes and competencies that make an entrepreneur successful.</li> </ul>	VIDEO <a href="https://www.youtube.com/watch?v=uu84SOw8mo">https://www.youtube.com/watch?v=uu84SOw8mo</a>	SDG 17 Peace, Justice and Strong Institutions
	Unit 5: Green Skills	Unit 3: Information and Communication Technology Skills	<b>Poster:</b> <b>Depict how green jobs help the economy</b>	Unit 5: Green Skills <ul style="list-style-type: none"> <li>Identify green jobs in various industries and sectors.</li> </ul>	VIDEO <a href="https://www.youtube.com/watch">https://www.youtube.com/watch</a>	SDG 7 Affordable and

		Unit 4: Entrepreneurial Skills Unit 5: Green Skills		<ul style="list-style-type: none"> <li>explain the role and importance of green jobs.</li> </ul>	<a href="https://www.youtube.com/watch?v=NrNOzCjI8A4">?v=NrNOzCjI8A4</a>	clean Energy
	<u>Subject Skills:</u> Unit 5- Emerging Trends in Marketing		PPT presentation on various social media platforms. The advantages, limitations and controversies.	Unit 5- Emerging Trends in Marketing <ul style="list-style-type: none"> <li>Identify the importance of services and their role in India's GDP</li> <li>Specify scope of Services</li> <li>Define and understand the meaning online marketing</li> <li>Describe advantages and disadvantages of online marketing</li> <li>Understand social media marketing and Advantages of social media marketing</li> <li>Identify platforms used for social media marketing</li> </ul>	PPT <a href="https://docs.google.com/presentation/d/1L0MEmg-JKBI6U5T95dJziUxJ-VnNtmbY/edit?usp=sharing&amp;ouid=108096007535550772840&amp;rtfpof=true&amp;sd=true">https://docs.google.com/presentation/d/1L0MEmg-JKBI6U5T95dJziUxJ-VnNtmbY/edit?usp=sharing&amp;ouid=108096007535550772840&amp;rtfpof=true&amp;sd=true</a>  Worksheet <a href="https://docs.google.com/document/d/1sUx83WouK2aVVRIFxxPelk8G38RtSUG1xtf4FbTC8w/edit?usp=sharing">https://docs.google.com/document/d/1sUx83WouK2aVVRIFxxPelk8G38RtSUG1xtf4FbTC8w/edit?usp=sharing</a>	SDG 8 Decent Work and Economic Growth
PREBOARD (DEC)	100% syllabus + Practicals	100% syllabus + Practicals	-	-		
FINAL BOARD EXAM	100% syllabus + Practicals	100% syllabus + Practicals	-	-		