



MAHARAJA AGARSAIN PUBLIC SCHOOL

a Cambridge International School

Ashok Vihar, Ph-IV, Delhi



CLASS – XI SUBJECT – MARKETING TERM – I (APRIL TO SEPTEMBER)

TERM - I			
DURATION	TOPICS COVERED		
APRIL-MAY	<u>Unit 1- Introduction to Marketing</u> Meaning, Nature, Objectives, Scope and Importance of Marketing. Difference between Marketing and Selling. Marketing Philosophies.		
JULY	TOPICS COVERED <u>Unit 2- Marketing Environment</u> Meaning and Importance. Macro Environment Factors Micro Environment Factors		
AUG.- SEPT.	<table border="1"> <tr> <td> <u>Unit 3- Marketing Segmentation, Targeting and Positioning</u> Meaning; Importance of Segmentation. Bases of Market Segmentation. Meaning and Need for Targeting. Types of Targeting. Meaning; Need for Positioning. Positioning Strategies. </td> <td> Unit test – I (Max. Marks – 25) (Topics Tested Through Unit Test) <u>Unit 1- Introduction to Marketing</u> <u>Unit 2- Marketing Environment</u> </td> </tr> </table>	<u>Unit 3- Marketing Segmentation, Targeting and Positioning</u> Meaning; Importance of Segmentation. Bases of Market Segmentation. Meaning and Need for Targeting. Types of Targeting. Meaning; Need for Positioning. Positioning Strategies.	Unit test – I (Max. Marks – 25) (Topics Tested Through Unit Test) <u>Unit 1- Introduction to Marketing</u> <u>Unit 2- Marketing Environment</u>
<u>Unit 3- Marketing Segmentation, Targeting and Positioning</u> Meaning; Importance of Segmentation. Bases of Market Segmentation. Meaning and Need for Targeting. Types of Targeting. Meaning; Need for Positioning. Positioning Strategies.	Unit test – I (Max. Marks – 25) (Topics Tested Through Unit Test) <u>Unit 1- Introduction to Marketing</u> <u>Unit 2- Marketing Environment</u>		
OCT. (1 ST Fortnight)	<p style="text-align: center;">HALF YEARLY (Total Syllabus covered during the TERM - I)</p> <u>Unit 1- Introduction to Marketing</u> <u>Unit 2- Marketing Environment</u> <u>Unit 3- Marketing Segmentation, Targeting and Positioning</u>		

TERM –II (OCTOBER TO MARCH)

TERM - II			
DURATION	TOPICS COVERED		
OCT.- NOV.	<u>Unit 5- Consumer Behaviour</u> Meaning and Importance of Consumer Behaviour. Factors Affecting Consumer Buying Behaviour. Roles of Buying Behaviour. Stages of Buying Behaviour.		
DEC.- JAN.	<table border="1"> <tr> <td> <u>Unit 4- Fundamentals of Marketing Mix</u> Meaning and Importance of Marketing Mix. Marketing Mix Components – consumer goods and Service Sector Project Work and Viva <ol style="list-style-type: none"> 1. Product profile 2. Advertising Appeals </td> <td> Unit test – II (Max. Marks – 25) (Topics Tested (Through Unit Test)) <u>Unit 5- Consumer Behaviour</u> </td> </tr> </table>	<u>Unit 4- Fundamentals of Marketing Mix</u> Meaning and Importance of Marketing Mix. Marketing Mix Components – consumer goods and Service Sector Project Work and Viva <ol style="list-style-type: none"> 1. Product profile 2. Advertising Appeals 	Unit test – II (Max. Marks – 25) (Topics Tested (Through Unit Test)) <u>Unit 5- Consumer Behaviour</u>
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FEB.	ANNUAL EXAMINATIONS		

(Total Syllabus covered during the Year)

Unit 1- Introduction to Marketing

Unit 2- Marketing Environment

Unit 3- Marketing Segmentation, Targeting and Positioning

Unit 4- Fundamentals of Marketing Mix

Unit 5- Consumer Behaviour

Theory: 60 Marks

Project Work and Viva

3. Product profile

4. Advertising Appeals

Practical: 40 Marks

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