



MAHARAJA AGARSAIN PUBLIC SCHOOL

ASHOK VIHAR

SESSION 2017-18

SUBJECT – MARKETING

TERM – I (APRIL TO SEPTEMBER)

	TERM – I	
	DURATION	TOPICS COVERED
Unit test – I (Max .Marks – 25) (Topics Tested (Through Unit Test) 1. Product <ul style="list-style-type: none"> ● Meaning & Importance of Product. ● Classification of Product. ● Product Life Cycle – Concept & Stages. ● Role of Packaging & Labeling. 	1. Product <ul style="list-style-type: none"> ● Meaning & Importance of Product. ● Classification of Product. ● Product Life Cycle – Concept & Stages. ● Role of Packaging & Labeling. 	APRIL – MAY
FIRST TERM EXAMINATION (Topic covered till MAY) 1. Product <ul style="list-style-type: none"> ● Meaning & Importance of Product. ● Classification of Product. ● Product Life Cycle – Concept & Stages. ● Role of Packaging & Labeling. 2. Price Decision <ul style="list-style-type: none"> ● Meaning and Importance of Price. ● Factors Affecting Pricing. ● Types of Pricing. 3. Place Decision: Channels of Distribution <ul style="list-style-type: none"> ● Meaning & Importance of Place. ● Types of Distribution. 	2. Price Decision <ul style="list-style-type: none"> ● Meaning and Importance of Price. ● Factors Affecting Pricing. ● Types of Pricing. 3. Place Decision: Channels of Distribution <ul style="list-style-type: none"> ● Meaning & Importance of Place. ● Types of Distribution. ● Factors affecting the choice of Channels of Distribution. ● Functions of intermediaries. 	JULY
Unit test – II (Max .Marks – 25) (Topics Tested (Through Unit Test) 4. Promotion <ul style="list-style-type: none"> ● Meaning & Need of Promotion. ● Elements of Promotion Mix. ● Factors affecting the selection of Promotion. 	4. Promotion <ul style="list-style-type: none"> ● Meaning & Need of Promotion. ● Elements of Promotion Mix. ● Factors affecting the selection of Promotion. 	AUG- SEPT.
Half Yearly (Total Syllabus covered during the TERM - I) 1. Product <ul style="list-style-type: none"> ● Meaning & Importance of Product. ● Classification of Product. ● Product Life Cycle – Concept & Stages. ● Role of Packaging & Labeling. 2. Price Decision <ul style="list-style-type: none"> ● Meaning and Importance of Price. ● Factors Affecting Pricing. ● Types of Pricing. 3. Place Decision: Channels of Distribution <ul style="list-style-type: none"> ● Meaning & Importance of Place. ● Types of Distribution. ● Factors affecting the choice of Channels of Distribution. ● Functions of intermediaries. 4. Promotion		

<ul style="list-style-type: none"> ● Meaning & Need of Promotion. ● Elements of Promotion Mix. ● Factors affecting the selection of Promotion. 		
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TERM –II (OCTOBER TO MARCH)

II TERMINAL/PREBOARD EXAMS (Total Syllabus covered during the Year).	TERM – II	
	DURATION	TOPICS COVERED
<p>1. Product</p> <ul style="list-style-type: none"> ● Meaning & Importance of Product. ● Classification of Product. ● Product Life Cycle – Concept & Stages. ● Role of Packaging & Labeling. <p>2. Price Decision</p> <ul style="list-style-type: none"> ● Meaning and Importance of Price. ● Factors Affecting Pricing. ● Types of Pricing. <p>3. Place Decision: Channels of Distribution</p> <ul style="list-style-type: none"> ● Meaning & Importance of Place. ● Types of Distribution. ● Factors affecting the choice of Channels of Distribution. ● Functions of intermediaries. <p>4. Promotion</p> <ul style="list-style-type: none"> ● Meaning & Need of Promotion. ● Elements of Promotion Mix. ● Factors affecting the selection of Promotion. <p>5. Emerging Trends in Marketing</p> <ul style="list-style-type: none"> ● Service Marketing. ● Online Marketing. ● Social Media Marketing. 	<p>5. Emerging Trends in Marketing</p> <ul style="list-style-type: none"> ● Service Marketing. ● Online Marketing. ● Social Media Marketing. 	<p>OCT. – NOV.</p>