

SYLLABUS XII 2021-22

SUBJECT: MARKETING

DURATION	SYLLABUS COVERED	SYLLABUS TESTED	SUBJECT ENRICHMENT / PRACTICAL
UT -1	<u>Unit 1- Product</u> Meaning & Importance of Product. Classification of Product. Product Life Cycle – Concept & Stages. Role of Branding, Packaging & Labeling	<u>Unit 1- Product</u> Meaning & Importance of Product. Classification of Product. Product Life Cycle – Concept & Stages. Role of Branding, Packaging & Labeling	Project 1: Branding, Packaging and Labeling Market survey of selected consumer products on the basis of brand name and package. Collection of data and preparing reports on the popularity of different brands and popularity and quality of packages of the products, and reasons thereof.
FIRST TERM	<u>Unit 5- Emerging Trends in Marketing</u> Service Marketing. Online Marketing. Social Media Marketing. <u>Unit 2- Price Decision</u> Meaning and Importance of Price. Factors Affecting Pricing. Types of Pricing. EMPLOYABILITY SKILLS Unit 1: Communication Skills	<u>Unit 1- Product</u> <u>Unit 5- Emerging Trends in Marketing</u> <u>Unit 2- Price Decision</u>	Presentation of Emerging Trends in marketing (Marketing of a Product fulfilling current needs)
HALF YEARLY	<u>Unit 3- Place Decision</u> Channels of Distribution Meaning & Importance of Place Types of Distribution	<u>Unit 1- Product</u> <u>Unit 5- Emerging Trends in Marketing</u> <u>Unit 2- Price Decision</u>	Project 2: Channels of distribution Making enquiries from wholesalers and retailers to study and report on the

	<p>Factors affecting the choice of Channels of Distribution Functions of intermediaries</p> <p>EMPLOYABILITY SKILLS Unit 2: Self-Management Skills Unit 3: Basic ICT Skills</p>	<u>Unit 3- Place Decision</u>	<p>channels of Distribution of selected products.</p> <p>VIVA+PROJECT+WRITTEN PRACTICAL TEST</p>
UT-2	<p><u>Unit 4- Promotion</u> Meaning & Need of Promotion. Elements of Promotion Mix. Factors affecting the selection of Promotion</p>	<u>Unit 4- Promotion</u>	<p>Project 3: Screening of advertisements (ADVERTISING APPEALS) Screening advertisements in newspapers/magazines, and through radio and TV Programmes and reporting on the differences in appeal of different media of advertising.</p>
SECOND TERM	<p>EMPLOYABILITY SKILLS Unit 4: Entrepreneurial Skills Unit 5: Green Skills 100% SYLLABUS</p>	<p><u>Unit 1- Product</u> <u>Unit 2- Price Decision</u> <u>Unit 3- Place Decision</u> <u>Unit 4- Promotion</u> <u>Unit 5- Emerging Trends in Marketing</u></p> <p>EMPLOYABILITY SKILLS</p>	VIVA+PROJECT+WRITTEN PRACTICAL TEST
PRE. BOARD	100% SYLLABUS	100% SYLLABUS	VIVA+PROJECT+WRITTEN PRACTICAL TEST