

**SYLLABUS XI 2021-22**

**SUBJECT: MARKETING**

<b>DURATION</b>	<b>SYLLABUS COVERED</b>	<b>SYLLABUS TESTED</b>	<b>SUBJECT ENRICHMENT / PRACTICAL</b>
<p><b>UT -1</b> <b>(July)</b></p>	<p><u>Unit 1- Introduction to Marketing</u></p> <p>Meaning, Nature, Objectives, Scope and Importance of Marketing.</p> <p>Difference between Marketing and Selling.</p> <p>Marketing Philosophies.</p> <p><u>Employability Skills</u> Unit 1: Communication Skills</p>	<p><u>Unit 1- Introduction to Marketing</u></p> <p>Meaning, Nature, Objectives, Scope and Importance of Marketing. Difference between Marketing and Selling. Marketing Philosophies.</p> <p><u>Employability Skills</u> Unit 1: Communication Skills</p>	<p align="center"><b>Project 1:</b> <b>Real life examples of businesses using various marketing philosophies.</b></p>
<p><b>HALF YEARLY</b> <b>(Mid september)</b></p>	<p><u>Unit 2- Marketing Environment</u></p> <p>Meaning and Importance.</p> <p>Macro Environment Factors</p> <p>Micro Environment Factors</p> <p><u>Unit 3- Marketing Segmentation, Targeting and Positioning</u></p> <p>Meaning; Importance of Segmentation.</p> <p>Bases of Market Segmentation.</p> <p>Meaning and Need for Targeting.</p> <p>Types of Targeting. Meaning; Need for Positioning.</p> <p>Positioning Strategies.</p>	<p><u>Unit 1- Introduction to Marketing</u></p> <p><u>Unit 2- Marketing Environment</u></p> <p><u>Unit 3- Marketing Segmentation, Targeting and Positioning</u></p> <p><u>Employability Skills</u> Unit 1: Communication Skills</p>	<p align="center"><b>Project 2:</b> <b>Branding, Packaging and Labeling (Comparison of packages of various brands of different products)</b></p>

<p><b>UT - 2 (October)</b></p>	<p><u>Unit 4- Fundamentals of Marketing Mix</u></p> <p>Meaning, features and Importance of Marketing Mix.</p> <p>Marketing Mix Components – consumer goods: 4Ps (Product, price, promotion, place)</p> <p>Service Sector: 7Ps (Product, price, promotion, place People, process, physical evidence)</p> <p><u>Employability Skills</u> Unit 2: Self-management Skills</p>	<p><u>Unit 4- Fundamentals of Marketing Mix</u></p> <p>Meaning, features and Importance of Marketing Mix.</p> <p>Marketing Mix Components – consumer goods: 4Ps (Product, price, promotion, place)</p> <p>Service Sector: 7Ps (Product, price, promotion, place People, process, physical evidence)</p>	<p><b>Activity/Project:</b> <b>Design the marketing mix of a product (good/service)</b></p>
<p><b>FIRST TERM (December)</b></p>	<p><u>Unit 5- Consumer Behaviour</u></p> <p>Meaning and Importance of Consumer Behaviour.</p> <p>Distinction between customer and consumer.</p> <p>Factors Affecting Consumer Buying Behaviour.</p> <p>Stages of Buying Behaviour</p> <p><u>Employability Skills</u> Unit 3: Information and Communication Technology Skills</p>	<p><u>Unit 1- Introduction to Marketing</u></p> <p><u>Unit 2- Marketing Environment</u></p> <p><u>Unit 3- Marketing Segmentation, Targeting and Positioning</u></p> <p><u>Unit 4- Fundamentals of Marketing Mix</u></p> <p><u>Unit 5- Consumer Behaviour</u></p>	<p><b>Project 3:</b> <b>Video showing the consumer decision making process</b></p>
<p><b>ANNUAL EXAMS (February)</b></p>	<p><u>Employability Skills</u> Unit 4: Entrepreneurial Skills Unit 5: Green Skills</p> <p><b>PRACTICAL</b> + 100% Syllabus</p>	<p><u>100% syllabus</u></p> <p>Project Work and Viva</p>	<p>WRITTEN PRACTICAL TEST+VIVA+PROJECT</p>