



**BLOOM PUBLIC SCHOOL**  
*C-8 Vasant Kunj New Delhi*  
**SYLLABUS FOR THE SESSION 2021-22**

**Class: IX**  
**Subject: Marketing and Sales**

<b>MONTH</b>	<b>UNITS</b> <b>(As per rationalised curriculum)</b>
<b>June</b>	Part A- Employability Skills- Unit 1: Communication Skills I  Part B- Subject Specific Skills- Unit 1- Introduction to Marketing and Sales
<b>July</b>	Part B- Subject Specific Skills- Unit 1- Introduction to Marketing and Sales (cont.)  <b>Periodic Assessment-1</b>
<b>August</b>	Part A- Employability Skills- Unit 2: Self-Management Skills I  Part B- Subject Specific Skills- Unit 2- Concept of market :
<b>September</b>	Part A- Employability Skills- Unit 3: ICT Skills I  Part B- Subject Specific Skills-- Unit 3 Basic concept of sales and selling  <b>Periodic Assessment-2</b>
<b>October</b>	Part A- Employability Skills- Unit 3: ICT Skills I (Contd.)  Part B- Subject Specific Skills-- Unit 3 Basic concept of sales and selling (cont.)
<b>November</b>	Part A- Employability Skills- Unit 4: Entrepreneurship Skills I  Part B- Subject Specific Skills- Unit 4: Understanding customer and

	consumer  <b>Term-I Assessment</b>
<b>December</b>	Part A- Employability Skills- Unit 4: Entrepreneurship Skills I (Contd.) Part B- Subject Specific Skills- Unit 4: Understanding customer and consumer (cont.)
<b>January</b>	Part A- Employability Skills- Unit 5: Green Skills I  Part B- Subject Specific Skills- Unit 5: Activities in Sales and Marketing  <b>Periodic Assessment-3</b>
<b>February</b>	Part A- Employability Skills- Unit 5: Green Skills I (Contd.)  Revision
<b>March</b>	<b>Term-II Assessment</b>

## ASSESSMENT SYLLABUS

### 1. Periodic Assessment-1 (July-August)

Part A- Employability Skills- Unit 1: Communication Skills I

Part B- Subject Specific Skills- Unit 1: Introduction to Marketing and Sales

### 2. Periodic Assessment-2 (September)

Part A- Employability Skills- Unit 2: Self-Management Skills I

Part B- Subject Specific Skills- Unit 2: Concept of market

### 3. Term-I Assessment (November-December)

Part A- Employability Skills- Unit 1: Communication Skills I

Unit 2: Self-Management Skills I

Unit 3: ICT Skills I

Part B- Subject Specific Skills- Unit 1: Introduction to Marketing and Sales

Unit 2: Concept of market

Unit 3: Basic concept of sales and selling

**4. Periodic Assessment-3 (January)**

Part A- Employability Skills- Unit 4: Entrepreneurship Skills I

Part B- Subject Specific Skills- Unit 4: Understanding customer and consumer

**5. Term-II Assessment (March-April)**

Part A- Employability Skills- Unit 4: Entrepreneurship Skills I

Unit 5: Green Skills I

Part B- Subject Specific Skills- Unit 4: Understanding customer and consumer

Unit 5: Activities in Sales and Marketing

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