



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

Class: XI

Subject: Marketing

MONTH	CHAPTERS/UNIT (NCERT TEXT BOOK)	CONTENT (As per Rationalised Syllabus)
June	PART B Unit 1: Introduction to Marketing PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning, Nature, Objectives, Scope & Importance of Marketing • Difference between Marketing and selling • Marketing Philosophies Unit 1 : Communication Skills-III
July	PART B Unit II: Marketing Environment PARTA: EMPLOYABILITY SKILLS Unit Test-1	<ul style="list-style-type: none"> • Meaning and importance • Macroenvironment factors • Microenvironment factors Unit 2 : Self-Management Skills-III Unit I and II, Employability Skills Unit I
August	Unit III Marketing Segmentation, Targeting & Positioning PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and importance of segmentation • Bases of market segmentation • Meaning and need for targetting Unit 3 : ICT Skills-IV

September	Unit III Marketing Segmentation, Targeting & Positioning Term 1 Practical Exam	<ul style="list-style-type: none"> • Meaning and need for targetting • Types of targeting • Meaning and need for positioning • Positioning strategies Project work presentation
October	Revision Term 1 Exam	Unit I ,II and III& Employability Skills Unit I,II &III Unit I ,II and III Employability Skills Unit I,II &III
November	Unit IV Fundamentals of Marketing Mix PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and importance of Marketing mix • Marketing mix components-Service sector and consumer goods Unit 4 : Entrepreneurial Skills-III
December	Unit IV Fundamentals of Marketing Mix (Continued) PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and importance of Marketing mix • Marketing mix components-Service sector and consumer goods Unit 4 : Entrepreneurial Skills-III
January	UNIT V Consumer Behaviour Unit Test-2	<ul style="list-style-type: none"> • Meaning and importance of Consumer behavior • Factors affecting consumer buying behavior • Roles of Buying behavior • Stages of Buying behaviour Unit III & IV and Employability Skills Unit IV
February	Unit V Consumer Behaviour	<ul style="list-style-type: none"> • Meaning and importance of Consumer behavior • Factors affecting consumer buying

		behavior <ul style="list-style-type: none"> • Roles of Buying behavior • Stages of Buying behaviour
	Term 2 Practical Exam	Project work presentation
March	Term 2 Examination	Unit III,IV & V Employability skills Unit IV & V

ASSESSMENTS SYLLABUS

1. Unit Test-1/Periodic Assessment (July-August)

Unit I Introduction to Marketing
 Unit II Marketing Environment
 Employability Skills
 Unit I Communication Skills

2. Term 1 Exam (October)

Unit I Introduction to Marketing
 Unit II Marketing Environment
 Unit III Marketing Segmentation, Targeting & Positioning
 Employability Skills
 Unit I Communication Skills
 Unit II Self management skills
 Unit III ICT skills

3. Unit Test 2 (Jan)

Unit III Marketing Segmentation, Targeting & Positioning
 Unit IV Fundamentals of Marketing Mix
 Employability skills
 Unit IV Entrepreneurial skills
 Unit V Green Skills

4. Term 2 Exam

Unit III Marketing Segmentation, Targeting & Positioning
 Unit IV Fundamentals of Marketing Mix
 Unit V Consumer Behaviour
 Employability skills
 Unit IV Entrepreneurial skills
 Unit V Green Skills

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