



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

Class: XII

Subject: Marketing

MONTH	CHAPTERS/UNIT (NCERT TEXT BOOK)	CONTENT (As per Rationalised Syllabus)
April	PART B Unit 1: Product PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and importance of Product • Classification of product • Product Life Cycle-concept and stage • Role of packaging and labelling <p>Communication Skills-IV</p>
June	PART B Unit 1: Product PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and importance of Product • Classification of product • Product Life Cycle-concept and stage • Role of packaging and labelling <p>Unit 1 : Communication Skills-IV</p>
July	PART B Unit II: Price Decision	<ul style="list-style-type: none"> • Meaning and importance of price • Factors affecting pricing • Types of Pricing

	PARTA: EMPLOYABILITY SKILLS Unit Test-1	Unit 2 : Self-Management Skills-IV Unit I and II,Employability Skills Unit I
August	Unit III Place Decision: Channels of Distribution PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and importance of place • Participants in Channel of Distribution • Functions performed by Channel of Distribution • Types of Channels of Distribution Unit 3 : ICT Skills-IV
September	Unit III Place Decision: Channels of Distribution Term 1 Practical Exam	<ul style="list-style-type: none"> • Functions of Intermediaries • Wholesaler and Retailer • Factors affecting choice of Channel of Distribution Project work presentation
October	Revision Pre-board 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 Promotion PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and need of Promotion • Elements of Promotion Mix • Factors affecting the selection of promotion Unit 4 : Entrepreneurial Skills-IV

December	Unit IV Promotion (Continued) PARTA: EMPLOYABILITY SKILLS	<ul style="list-style-type: none"> • Meaning and need of Promotion • Elements of Promotion Mix • Factors affecting the selection of promotion Unit 5 : Green Skills-IV
January	UNIT V Emerging Trends in Marketing Unit Test-2 Term 2 Practical Exam	<ul style="list-style-type: none"> • Service Marketing • Online marketing • Social Media Marketing Unit III & IV and Employability Skills Unit IV Project work presentation
February	Pre-board Exam Term 2 CBSE Board Practical Exam	Unit III,IV & V and Employability Skills Unit IV & V
March	CBSE Board Exam	

ASSESSMENTS SYLLABUS

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

Unit I Product
Unit II Price Decision
Employability Skills
Unit I Communication Skills

2. Pre-board Exam-1/Term 1 End Exam

Unit I Product
Unit II Price Decision
Unit III Place Decision: Channels of Distribution
Employability Skills
Unit I Communication Skills
Unit II Self management skills
Unit III ICT skills

3. Unit Test/Periodic Assessment-1 (Dec-Jan)

Unit III Place Decision: Channels of Distribution

Unit IV Promotion

Employability skills

Unit IV Entrepreneurial skills

Unit V Green Skills

4. Preboard Exam-2/ Term 2 End Exam

Unit III Place Decision: Channels of Distribution

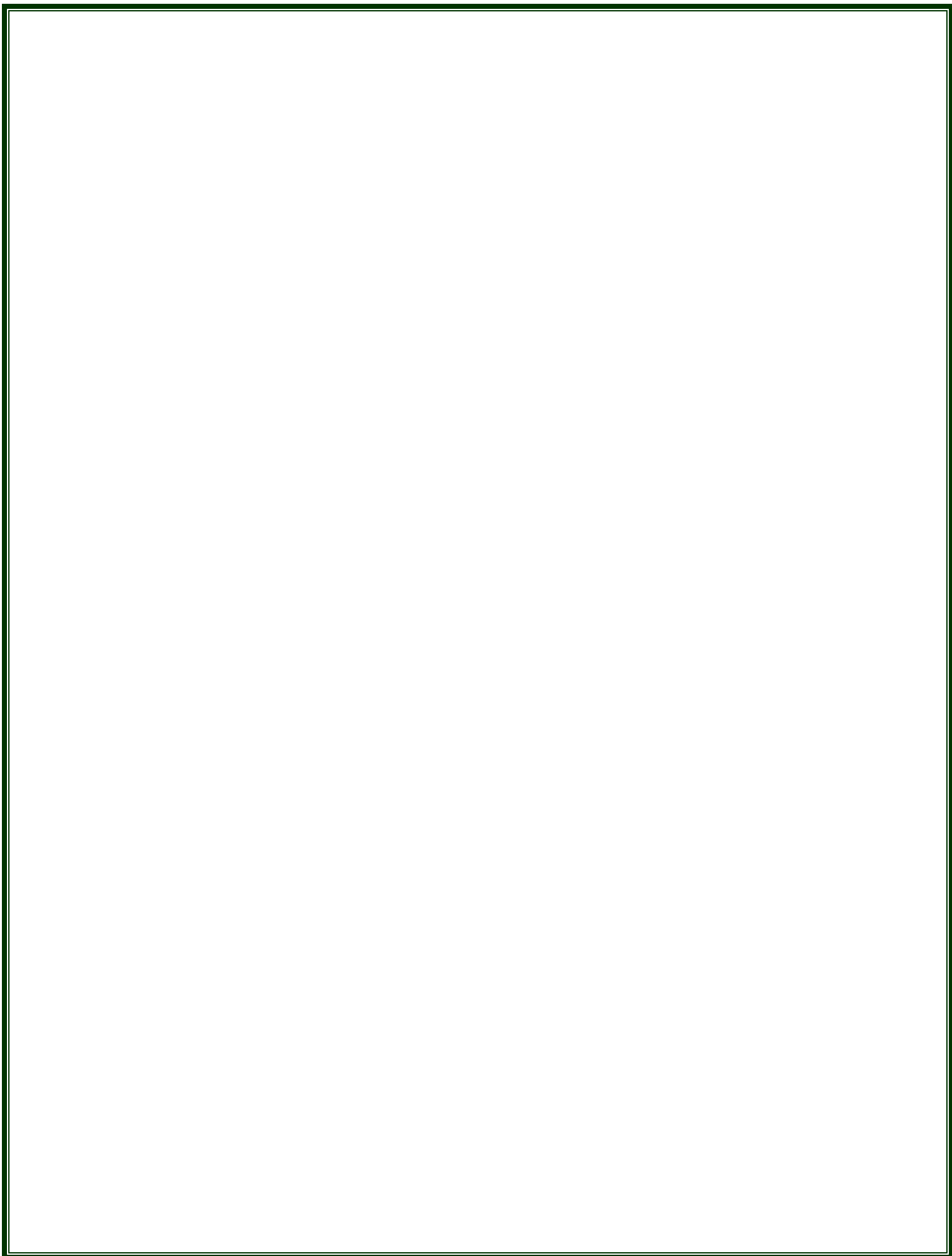
Unit IV Promotion

Unit V Emerging trends in Marketing

Employability skills

Unit IV Entrepreneurial skills

Unit V Green Skills



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