

**MARKETING (SUBJECT CODE-812)**  
**CURRICULUM FOR CLASS–XI (SESSION 2023-24)**  
**Total Marks: 100 (Theory-60 + Practical-40)**

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
<b>Part A</b>	<b>Employability Skills</b>		
	Unit 1 : Communication Skills-III	13	2
	Unit 2 : Self-Management Skills-III	07	2
	Unit 3 : ICT Skills-III	13	2
	Unit 4 : Entrepreneurial Skills-III	10	2
	Unit 5 : Green Skills-III	07	2
	<b>Total</b>	<b>50</b>	<b>10</b>
<b>Part B</b>	<b>Subject Specific Skills</b>		
	Unit 1: Introduction to Marketing	25	10
	Unit 2: Marketing Environment	25	10
	Unit 3: Marketing Segmentation, Targeting & Positioning	40	10
	Unit 4: Fundamentals of Marketing Mix	25	10
	Unit 5: Consumer Behaviour	35	10
	<b>Total</b>	<b>150</b>	<b>50</b>
<b>Part C</b>	<b>Practical Work</b>		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of skill competency via Lab Activities	60	10
	<b>Total</b>		<b>40</b>
	<b>GRAND TOTAL</b>	<b>260</b>	<b>100</b>

**NOTE: The detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.**

## PART B SUBJECT SPECIFIC SKILL-CLASS 11

UNIT	SESSION/ TOPIC	ACTIVITY/ PRACTICAL
1 Introduction to marketing	Concept of marketing , Meaning /definition , Marketing philosophies Selling Vs Marketing, Objectives , scope and importance	Visit in group to different marketing organisations in nearby localities and making a report to find marketing activities performed by the wholesaler , producers retailers and distributors etc.
2 MARKETING ENVIRONMENT	Meaning , importance of marketing environment. Internal and external environment determinants .Meaning of ETOP and environmental scanning . Micro and macro environment and its impact on business	Developing case studies of Growth of companies like Patanjali , Adani etc . Role of macro environmental factor in their growth. Listing of micro and macro environmental factor Affecting business. Role of political and regulatory environment
3 SEGMENTATION TARGETING AND POSITIONING	Meaning of segmentation ,Basis of segmentation and its importance . Understanding targeting , types of targeting . Positioning : meaning and basis of positioning	Case study of NANO car by TATA and case study of Positioning of Wagon R by MARUTI in SUV market
4 Fundamentals of Marketing Mix	Introduction of marketing mix characteristics of marketing mix . Identify different marketing mix of Product / service Marketing mix for consumer goods and services . 4 P'S to 4 C's	Develop marketing mix for different products.Visit different organisation and find the stages involved in developing marketing mix . Prepare list of 5 products in each categories on the basis of usage , durability and tangibility . Preparing

		marketing mix of prominent consumer goods and service providers
5 Consumer behaviour	Meaning of consumer behaviour. Importance of consumer behaviour. Factors influencing consumer behaviour .  Stages of consumer behaviour	Undertaking role play of different buyeys in buying process by students . Collecting information about various factors influencing consumer behaviour in a shopping mall