

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

	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV	13	2
	Unit 2 : Self-Management Skills-IV	07	2
	Unit 3 : ICT Skills-IV	13	2
	Unit 4 : Entrepreneurial Skills-IV	10	2
	Unit 5 : Green Skills-IV	07	2
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1: Product	30	10
	Unit 2: Price Decision	30	10
	Unit 3: Place Decision: Channels of Distribution	30	10
	Unit 4: Promotion	30	10
	Unit 5: Emerging Trends in Marketing	30	10
	Total	150	50
Part C	Practical Work		
	Project	60	10
	Viva		10
	Practical File		10
	Demonstration of skill competency via Lab Activities		10
	Total	60	40
	GRAND TOTAL	260	100

DETAILED CURRICULUM/TOPICS:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-IV	13
2.	Unit 2: Self-management Skills-IV	07
3.	Unit 3: Information and Communication Technology Skills-IV	13
4.	Unit 4: Entrepreneurial Skills-IV	10
5.	Unit 5: Green Skills-IV	07
	TOTAL DURATION	50

Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Product	30
2.	Unit 2: Price Decision	30
3.	Unit 3: Place Decision: Channels of Distribution	30
4.	Unit 4: Promotion	30
5.	Unit 5: Emerging Trends in Marketing	30
	TOTAL DURATION	150

UNIT	SESSION/ TOPIC	ACTIVITY/PRACTICAL
1. PRODUCT	PRODUCT LIFE CYCLE PACKAGING	<ol style="list-style-type: none"> 1. While developing a product in practical students will understand the different stages of PLC. 2. Prepare a list of products(own an existing product) to compare and observe how they have moved through different stages of PLC. 3. To develop a package of any FMCG to understand the importance and levels of packaging
2. PRICE	OBJECTIVES OF PRICING DIFFERENTIAL PRICING SKIMMING PRICING	<p>An activity to understand the objectives of pricing. Taking today's example students will compare the price and availability of masks, sanitizers etc. on and after 24th MARCH 2020 till date Why is the price of three layer masks prescribed by doctors is available for more than 100rs? However market is flooded with masks @ of 10rs each</p>
3. PLACE	FUNCTIONS PERFORMED BY CHANNELS OF DISTRIBUTION	<p>Students will be divided in group/(s) 1st group performing transactional functions other logistical functions and other providing facilitating functions</p>
4. PROMOTION	ADVANTAGES AND LIMITATIONS OF YELLOW PAGES, MOBILES AND TELEPHONES AND CINEMA ADVERTISING (TOPIC)- Modes of Advertisement	<p>A comparative table to be made by the students to analyse why they dislike tele-marketing as a consumer on one hand and on the other hand if they are the sellers what advantages will be reaped by them?</p> <p>Activity –</p> <ul style="list-style-type: none"> • Brochures- Brochures can contain a great deal of information. • Direct mail – Customized eMail sent directly to suit their nature and needs. • E-mail messages -- E- mail vs. voice mail.) • Magazines – Magazine ads Newsletters -- This can be powerful means to conveying the nature of your organization and its services.

		<ul style="list-style-type: none"> • Radio announcements-- A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radioTelemarketing -- The use of telemarketing is on the rise. (See Telemarketing.) • Television ads -- Many people don't even consider television ads because of the impression that the ads are very expensive. • Web pages -- You probably would not have seen this means of advertising on a list of advertising methods.) • Yellow Pages --The Yellow Pages can be very effective advertising
<p>5. EMERGING TRENDS IN MARKETING</p>	<p>Understanding service marketing . Types of services , service qualities Online marketing , social media marketing , their meaning , advantages and disadvantages . Identifying various social media platforms used for social media marketing</p>	<p>A PPT will be made by students showing online and social media marketing meaning, advantages and disadvantages when they are going to spread an awareness of their own developed product in their market.</p>

PRACTICAL GUIDELINES FOR CLASS XI

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum (Under NSQF)**. Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Project -10 marks

Projects for the final practical is given below .Student may be assigned

Viva based on Project – 10 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -10 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in retailing.

Suggested list of Practical –

1. Prepare a practical file by collecting print advertisements and analysing the message conveyed in marketing of goods, services people, ideas, experience, events, places, properties, organisations and information. Suggest an alternative mode of communication to the firm and create an advertisement for the same.
2. Visit in a group to different marketing organisations in your locality (distributors, wholesalers, retailers). Make a detailed project report to find the marketing activities of each of them respectively. Also identify different activities followed in selling and marketing.
3. Prepare a project report on macro environmental scanning of a firm or an industry of your choice.
4. Identify a firm of your choice and prepare a detailed file on its micro environment.

5. Prepare a project report by visiting your nearby market and find how many SHREE ANNA/Millets) brands are available? Which brand is targeting which segment of the market and why? Also discuss targeting and positioning strategy of the brand. Suggest alternative strategies and justify.
6. Prepare a detailed report of the marketing mix of a prominent consumer good and a service provider, for its multiple brands. Or marketing mix of solar panels/chargers to sustain environment. Suggest alternative sources of energy and new products which protect and promote sustainability of environment.
7. Interview your friends, parents, relatives for a recent purchase made by them of environmental friendly products. Prepare a detailed project report on the same
8. In today's context, take example of at least 10 industries working in different sectors for their ETOP profit.
 - How the price crude oil and politics play a role in the establishment and survival of own industry.

Selling Vs. Marketing:

- Why is selling a part of marketing?
- Suggest with suitable example of different companies with their brands.
- How is the marketing concept applied in those different companies.
- Compare the concept of selling with marketing.

Concept/ Philosophies of Marketing

- Collection of name of different companies with their product.
- Classify their products and identify the marketing concept/ Philosophy used by the company to be in the market.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding and
- d) Observation during the project period.

PRACTICAL GUIDELINES FOR CLASS XII

Assessment of performance:

Two examiners, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum (Under NSQF) of which one Examiner Is EXTERNAL appointed by CBSE and the other Examiner should be from the home school.** Question for the viva examinations should be conducted by internal as well as external examiner. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Project -10 marks

Projects for the final practical is given below. Student may be assigned

Viva based on Project -10 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum **Practical File -10 Marks**

Students to make a power point presentation / assignment / practical file / report.

Instructor shall assign them any outlet to study the elements in retailing.

Suggested list of Practical –

1. Create a detailed practical file highlighting the movement of few (8-10) products through different stages of product life cycle. Diagrammatic representation and creative inputs are welcome. Encourage the students to take products from Aviation industries, semi conductors Arms and ammunitions for self-reliant india, railway coaches, and IT sectors
2. Collect various 20 to 25 packages for fast moving consumer goods . Create a practical file demonstrating environmental friendly packaging and labeling strategies adopted by various firms keeping in mind sustainable development goals
3. Create a project report on pricing policy adoption by different manufacturing and service firms. Collect various (20-25) packages for fast moving consumer goods. Create a practical

4. Create a project by visiting different marketing organisations in your locality (retailers, wholesalers, distributor etc.). Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries.
5. Create a project on promotion mix practices followed by Indian firms.
6. Prepare a project report on emerging trends on marketing including social media platforms , use of web pages and websites
7. Develop your own product.

TANGIBLE	INTANGIBLE
Good	
Name of your product	
Develop Brand for your product	
Logo for us your product	
Describe its components	
Core product	
Associated feature	
Label for your product	
Packaging for your product	
With front Labeling	
With side Labeling	
With back Labeling	
Levels of Packaging	
Modes of Transportation	
Classify it Consumer + Industries Features Features	
Unique Characteristic, if any	
In which Stage your product is? Why	
Marketing Strategy adopted during this stage and why?	
Importance of Labeling in the current content	

8. Why is price the most crucial element of marketing mix?
9. Determination of price of any product. (Good or Service); Own OR already existing in the market

10. Following Consideration:-

- a. Objectives of pricing.
- b. Internal & external factors.
- c. Analysis of market situations.
- d. Methods of pricing. (Supporting a numerical example.)

11. A ppt can be made on:

- Describing direct and indirect channels of distribution.
- Understanding the role of distribution channel intermediaries
- Understanding the functions of intermediaries.

12. Which channel is suitable for consumer durable/ non-durable/ FMCG/ Industrial Goods & Why?

13. Decision of promotion with the elements of promotional mix.

14. Factors in the selection of promotional mix.

15. Comparative analysis of various modes of promotion.

16. Emerging trends in marketing.

17. Analysis on the criteria on service quality assessment.

18. Develop your own web page for adult digital marketing.

19. Facebook, twitter (Social Media Marketing).

20. Comparative analysis on the above.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding and
- d) Observation during the project period.