



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

**Class: XII**

**Subject: Marketing**

Month	CONTENT
	CHAPTERS (NCERT TEXT BOOK)
<b>April</b>	<b>PART B</b> Unit 1: Product <b>PART A: EMPLOYABILITY SKILLS</b> Unit 1: Communication Skills <b>Part C- Project</b>
<b>June</b>	<b>PART B</b> Unit 1: Product <b>PART A: EMPLOYABILITY SKILLS</b> Unit 1: Communication Skills <b>Part C- Project</b>
<b>July</b>	<b>PART B</b> Unit 2: Price Decision <b>PART A: EMPLOYABILITY SKILLS</b> Unit 2: Self management Skills <b>Part C- Project</b> <b>Periodic Assessment</b>
<b>August</b>	<b>PART B</b> Unit 3: Place decision: Channels of Distribution <b>PART A: EMPLOYABILITY SKILLS</b> Unit 3: Basic ICT Skills <b>Part C- Project</b>
<b>September</b>	<b>Mid-Term Assessment</b>
<b>October</b>	<b>PART B</b> Unit 4: Promotion <b>PART A: EMPLOYABILITY SKILLS</b> Unit 3: Basic ICT Skills Continued Unit 4: Entrepreneurial Skills <b>Part C- Project</b>
<b>November</b>	<b>PART B</b> Unit 5: Emerging trends in marketing

	<b>PART A: EMPLOYABILITY SKILLS</b> Unit 5: Green Skills Part C- Project
<b>December</b>	<b>Preboard Examination</b>
<b>January</b>	<b>Preboard Examination</b>
<b>February</b>	Board Practical
<b>March</b>	Board Examination

## **ASSESSMENT SYLLABUS**

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

#### **PART B**

Unit 1: Product

Unit 2: Price Decision

#### **PART A: EMPLOYABILITY SKILLS**

Unit 1: Communication Skills

Unit 2: Self- management Skills

### **2. Midterm Exam (September)**

#### **PART B**

Unit 1: Product

Unit 2: Price Decision

Unit 3: Place decision: Channels of Distribution

#### **PART A: EMPLOYABILITY SKILLS**

Unit 1: Communication Skills

Unit 2: Self management Skills

Unit 3: Basic ICT Skills

### **3. Preboard Exam(Dec/Jan)**

#### **PART A**

Unit 1: Communication Skills

Unit 2: Self-management Skills

Unit 3: Basic ICT Skills

Unit 4: Entrepreneurial Skills

Unit 5: Green Skills

## **PART B**

Unit 1 – Product

Unit 2 – Price Decision

Unit 3 – Place Decision: Channels of Distribution

Unit 4 – Promotion

Unit 5 – Emerging Trends in Marketing