



BLOOM PUBLIC SCHOOL
C-8 Vasant Kunj New Delhi
SYLLABUS FOR THE SESSION 2023-24

Class: IX
Subject: Marketing

MONTH	CHAPTERS (NCERT TEXT BOOK)	CONTENT
April	Subject Specific Skills – Unit 1: Introduction to Marketing and Sales	Meaning of marketing, Importance of Marketing Concepts of utility What is Sales? Role of Sales business.
May	Employability Skills- Unit 1: Communication Skills I Project Work	Introduction to communication, verbal communication, Non-Verbal Communication, Writing Skills: Parts of Speech, Writing Skills: Sentences, Pronunciation Basics, Greetings and Introduction, Talking about Self.
July	Subject Specific Skills- Unit 2: Concept of Market	Meaning of market, Type of Markets Types of demand Competition- direct and indirect
August	Subject Specific Skills- Unit 3: Basic concept of Sales and selling Employability Skills Unit 2 – Self Management Skills I Project Work	What is selling Types of selling Functions of Sales person Types of sales- Sales agency, Agent, Service, missionary. Introduction to Self-management, Strength and Weakness Analysis, Self-confidence, Positive Thinking, Personal Hygiene, Grooming.
September	Employability Skills Unit 3: ICT Skills I	Introduction to ICT, ICT Tools: Smartphones and Tablets — I, ICT Tools: Smartphones and Tablets — II, Parts of Computer and Peripherals, Basic

	Project Work	Computer Operations, Performing Basic File Operations, Communication and Networking — Basics of Internet, Communication and Networking — Internet Browsing
October	Subject Specific Skills- Unit 4: Understanding customer & Consumer	Selling means buying – consumer & customer Factors affecting buying motivations Business customer & consumers- Types of consumers Differences between business vs individual buyer
November	Subject Specific Skills- Unit 5: Activities in Sales and Marketing	Sales tasks – order taking, delivery, processing Money collection, daily sales report Role of marketing professional Role of sales professional
December	Employability Skills- Unit 4: Entrepreneurship Skills	Meaning of Entrepreneurship, Role of Entrepreneurship, Qualities of a Successful Entrepreneur, Distinguishing Characteristics of Entrepreneurship and Wage Employment, Types of Business Activities, Product, Service and Hybrid Businesses, Entrepreneurship Development Process
January	Employability Skills- Unit 5: Green Skills-I Project Work Revision	Society and Environment, Conserving Natural Resources, Sustainable Development and Green Economy
February	Annual Examination	
March	Annual Examination	
ASSESSMENT SYLLABUS		
PERIODIC ASSESSMENT -1		Employability Skills- Unit 1: Communication Skills I Subject Specific Skills – Unit 1: Introduction to Marketing and Sales
MID-TERM EXAMINATION		Employability Skills Unit 1: Communication Skills-I Unit 2: Self-Management Skills-I Unit 3: ICT Skills-I Subject Specific Skills

	Unit 1: Introduction to Marketing and Sales Unit 2: Concept of Market Unit 3: Basic concept of Sales and selling
PERIODIC ASSESSMENT -II	Employability Skills- Unit 3: ICT Skills-I Subject Specific Skills- Unit 4: Understanding customer & Consumer Unit 5: Activities in Sales and Marketing
ANNUAL EXAMINATION	Employability Skills – Unit 1: Communication Skills-I Unit 2: Self-Management Skills-I Unit 3: ICT Skills-I Unit 4: Entrepreneurship Skills Unit 5: Green Skills-I Subject Specific Skills – Unit 1: Introduction to Marketing and Sales Unit 2: Concept of Market Unit 3: Basic concept of Sales and selling Unit 4: Understanding customer & consumer Unit 5: Activities in Sales and Marketing