



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

Class: X

Subject: Marketing

MONTH	CHAPTERS (CBSE STUDY MATERIAL)	CONTENT
April	Subject Specific Skills – Unit 1: Sales with other functions-Introduction to Marketing Mix	Product - To understand product as the first tool of marketing mix. Price - The meaning of price in context of one of the tools of marketing. Place – The meaning of place in context of one of the tools of marketing mix Promotion - The meaning of promotion in context of one of the tools of marketing
May	Subject Specific Skills- Unit 2: Marketing Process Employability Skills Unit 1 – Communication Skills - II Project Work	The concept of Segmentation and identify its bases The concept of market targeting and the various Strategies of Targeting available to the marketer The concept of Positioning and the various bases/strategies of Positioning the product available to the marketer Methods of Communication, Verbal Communication, Non – verbal Communication, Communication Cycle and Importance of Feedback, Barriers to Effective Communication, Writing Skills — Parts of Speech, Writing Skills — Sentences
July	Subject Specific Skills- Unit 3: Sales Process (Contd.)	The Process of Selling and the steps involved in the Process of Selling. The concept of Planning an Approach, presentation. Handling objections, closing the sales process

	Employability Skills Unit 2 – Self Management Skills II	Basics of self-management skills, Stress Management. Self-Awareness, Self-Regulation, Self- Motivation, Goal – setting, time management
August	Subject Specific Skills- Unit 3: Basic concept of Sales and selling Project Work	The Process of Selling and the steps involved in the Process of Selling. The concept of Planning an Approach, presentation. Handling objections, closing the sales process
September	Employability Skills Unit 3: ICT Skills II	Basic computer operations, performing basic file operations, computer care and maintenance, computer security and privacy.
October	Subject Specific Skills- Unit 4: Careers in Selling (Contd.) Employability Skills – Unit 4: Entrepreneurial Skills-II (Contd.)	Career opportunities in sales and challenges in a selling career. The meaning of People skills, Communication skills, Selling skills, Information and technology skills, Self-management skills. Entrepreneurship and society, qualities and functions of an entrepreneur.
November	Subject Specific Skills- Unit 4: Careers in Selling Employability Skills – Unit 4: Entrepreneurial Skills-II	Methodical classification of various roles of sales persons in selling. Responsibilities of sales. Aftersales service Myths about entrepreneurship, entrepreneurship as a career option.
December	Subject Specific Skills- Unit 5: Skills in Selling Employability Skills – Unit 5 : Green Skills - II	Soft skills in selling and marketing, communications skills. Negotiation skills, Grooming and Personal Etiquette, Ethical Behavior, Emotional Quotient. Sustainable Development, our role in Sustainable Development
January	Revision	
February	Revision	
March	Board Exam	
ASSESSMENT SYLLABUS		
PERIODIC ASSESSMENT -I (May)		Employability Skills-

	Unit 1 – Communication Skills - II Subject Specific Skills – Unit 1: Sales with other functions- Introduction to Marketing Mix
PERIODIC ASSESSMENT -II (August)	Employability Skills – Unit 4: Self-Management Skills-I Subject Specific Skills – Unit II: Marketing Process Unit III: Sales Process
MID TERM EXAMINATION (September)	Employability Skills Unit 1: Communication Skills Unit 2: Self-Management Skills-I Unit 3: ICT Skills-I Subject Specific Skills Unit I: Introduction to Marketing Mix Unit II: Marketing Process Unit III: Sales Process (I) Unit IV: Careers in Selling
PREBOARD EXAMINATION - I (November)	Employability Skills – Unit 1 : Communication Skills Unit 2: Self-management Skills-II Unit 3: Information and Communication Technology Skills-II Unit 4: Entrepreneurial Skills-II Unit 5 : Green Skills Subject Specific Skills – Unit I: Introduction to Marketing Mix Unit II: Marketing Process Unit III: Sales Process (I) Unit IV: Careers in Selling Unit V: Skills in Selling
PREBOARD EXAMINATION - II (December)	Employability Skills – Employability Skills – Unit 1 : Communication Skills

	<p>Unit 2: Self-management Skills-II Unit 3: Information and Communication Technology Skills-II Unit 4: Entrepreneurial Skills-II Unit 5 : Green Skills</p>
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Subject Specific Skills –

Unit I: Introduction to Marketing Mix

Unit II: Marketing

Process

Unit III: Sales Process (I)

Unit IV: Careers in Selling

Unit V: Skills in Selling

	Unit 2: Self-management Skills-II Unit 3: Information and Communication Technology Skills-II Unit 4: Entrepreneurial Skills-II Unit 5 : Green Skills - II Subject Specific Skills – Unit 1: Sales with other functions- Introduction to Marketing Mix Unit 2: Market (Segmentation, Targeting and Positioning) Unit 3: Basic concept of Sales and selling Unit 4: Careers in Selling Unit 5: Skills in Selling
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