



BLOOM PUBLIC SCHOOL
C-8 Vasant Kunj, New Delhi
Syllabus for the Session 2023-24

Class: XII

Subject: Marketing (812)

SYLLABUS		
MONTH	CHAPTER (NCERT Text book)	CONTENT
April	PART B Subject Specific Skills Unit 1: Product PART A: Employability Skills Unit 2: Self - Management Skills IV	<ul style="list-style-type: none"> • Meaning and importance of Product • Classification of product • Product Life Cycle-concept and stage • Role of packaging and Labelling • Motivation and Positive Attitude • Ways to manage Stress • Result orientation • Self – Awareness • Common Personality Disorders
May	PART B Subject Specific Skills Unit 2: Price Decision PART A: Employability Skills Unit 1: Communication Skills-IV Project Work PA 1 Examination	<ul style="list-style-type: none"> • Meaning and importance of price • Factors affecting pricing • Types of Pricing • Meaning of Active Listening and its stages • Parts of Speech • Written Communication
July	PART B Subject Specific Skills Unit 3: Place Decision - Channels of Distribution PART A: Employability Skills Unit 3: ICT Skills-IV Project Work	<ul style="list-style-type: none"> • Meaning and importance of place • Participants in Channel of Distribution • Functions performed by Channel of Distribution • Types of Channels of Distribution • Introduction to types of spreadsheet • Performing Basic Operations in a Spreadsheet • Working with Data and Formatting Text • Advanced Features in Spreadsheet Presentation Software • Opening, Closing, Saving and Printing a Presentation. Working with Slides and Text in a Presentation. • Advanced Features used in Presentation

August	PART B Subject Specific Skills Unit 4 Promotion Unit 4: Entrepreneurial Skills- IV PA 2 Examination	<ul style="list-style-type: none"> • Meaning and need of Promotion • Elements of Promotion Mix • Factors affecting the selection of promotion
September	PART A: Employability Skills Unit 4 Promotion Unit 4: Entrepreneurial Skills- IV (To be Cont...) Project Work Mid Term Examination	<ul style="list-style-type: none"> • Introduction to Entrepreneurship • Types of Entrepreneurs • Barriers to Entrepreneurship • Entrepreneurial Attitudes
October	PART B Subject Specific Skills Unit 5 Emerging Trends in Marketing PART A: Employability Skills Unit 5: Green Skills IV	<ul style="list-style-type: none"> • Service Marketing • Online marketing • Social Media Marketing • Green Jobs • Importance of Green jobs
November	Revision Pre-Board - I Examination	
December	Revision Pre-Board - II Examination	
January	Revision CBSE Board Practicals	
February	Revision	
March	CBSE Board Examination	

ASSESSMENT SYLLABUS

PERIODIC ASSESSMENT -1	PART B Subject Specific Skills Unit 1: Product PART A: Employability Skills Unit 2: Self - Management Skills IV
PERIODIC ASSESSMENT -2	PART B Subject Specific Skills Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution PART A: Employability Skills

	Unit 3: ICT Skills-IV
TERM -I EXAM	<p>PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4: Promotion</p> <p>PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV</p>
PRE-BOARD - I EXAMINATION	<p>PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4: Promotion Unit 5: Emerging Trends in Marketing</p> <p>PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills- IV Unit 5: Green Skills IV</p>
PRE-BOARD - II EXAMINATION	<p>PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4 Promotion Unit 5 Emerging Trends in Marketing</p> <p>PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills- IV Unit 5: Green Skills IV</p>
CBSE BOARD EXAMINATION	<p>PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4 Promotion Unit 5 Emerging Trends in Marketing</p> <p>PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills- IV Unit 5: Green Skills IV</p>

