



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

**Class: XI**

**Subject: Marketing (812)**

<b>SYLLABUS</b>		
<b>MONTH</b>	<b>CHAPTER ( NCERT Text book)</b>	<b>CONTENT</b>
<b>April</b>	<b>Part B: Subject Specific Skills</b> Unit 1: Introduction to Marketing  <b>Part A: Employability Skills</b>	Meaning, Nature, Objectives, Scope & Importance of Marketing Difference between Marketing and selling Marketing Philosophies  Unit 1: Communication Skill - III
<b>May</b>	<b>Part B: Subject Specific Skills</b> Unit 2: Marketing Environment  <b>Part A: Employability Skills</b>	Meaning and importance Macro environment factors Microenvironment factors  Unit 2 : Self-Management Skills-III
<b>July</b>	<b>Part B: Subject Specific Skills</b> Unit 2: Marketing Environment (To be cont)  <b>Part A: Employability Skills (To be cont)</b>	Meaning and importance Macro environment factors Microenvironment factors  Unit 2 : Self-Management Skills-III
<b>August</b>	<b>Part B: Subject Specific Skills</b> Unit 3: Marketing Segmentation, Targeting & Positioning  <b>Part A: Employability Skills</b>	Meaning and importance of segmentation Bases of market segmentation Meaning and need for targeting, Types of targeting Meaning and need for positioning Positioning strategies  Unit 3 : ICT Skills-III
<b>September</b>	<b>Part B: Subject Specific Skills</b> Unit 3: Marketing Segmentation, Targeting & Positioning	Meaning and importance of segmentation Bases of market segmentation Meaning and need for targeting, Types of targeting Meaning and need for positioning

	<b>Part A:</b> Employability Skills (To be cont)	Positioning strategies  Unit 3 : ICT Skills-III
<b>October</b>	<b>Part B: Subject Specific Skills</b> Unit 4: Fundamentals of Marketing  <b>Part A:</b> Employability Skills	Meaning and importance of Marketing mix Marketing mix components-Service sector and consumer goods  Unit 4 : Entrepreneurial Skills-III
<b>November</b>	<b>Part B: Subject Specific Skills</b> Unit 4: Fundamentals of Marketing (To be cont)  <b>Part A:</b> Employability Skills (To be cont)	Meaning and importance of Marketing mix Marketing mix components-Service sector and consumer goods  Unit 4 : Entrepreneurial Skills-III
<b>December</b>	<b>Part B: Subject Specific Skills</b> Unit 5: Consumer Behaviour  <b>Part A:</b> Employability Skills	Meaning and importance of Consumer behavior Factors affecting consumer buying behavior Roles of Buying behavior Stages of Buying behaviour  Unit 5 : Green Skills - III
<b>January</b>	<b>Part B: Subject Specific Skills</b> Unit 5: Consumer Behaviour (To be cont..)  <b>Part A:</b> Employability Skills (To be cont..)	Meaning and importance of Consumer behaviour Factors affecting consumer buying behaviour Roles of Buying behaviour Stages of Buying behaviour  Unit 5 : Green Skills - III
<b>February</b>	<b>Revision</b> <b>Practical Examination</b> <b>Annual Examination</b>	
<b>March</b>	<b>Result</b>	
<b>ASSESSMENT SYLLABUS</b>		
<b>PERIODIC ASSESSMENT -1</b>		<b>Part B: Subject Specific Skills</b> Unit 1: Introduction to Marketing <b>Part A:</b> Employability Skills Unit 1: Communication Skill - III

<b>TERM -1 EXAM</b>	<b>Part B: Subject Specific Skills</b> Unit 1: Introduction to Marketing Unit 2: Marketing Environment Unit 3: Marketing Segmentation, Targeting & Positioning (Till Segmentation) <b>Part A: Employability Skills</b> Unit 1: Communication Skill - III Unit 2 : Self-Management Skills-III Unit 3 : ICT Skills-III
<b>PERIODIC ASSESSMENT -2</b>	<b>Part B: Subject Specific Skills</b> Unit 3: Marketing Segmentation, Targeting & Positioning (Targeting and Positioning) Unit 4: Fundamentals of Marketing <b>Part A: Employability Skills</b> Unit 4 : Entrepreneurial Skills-III
<b>ANNUAL EXAMINATION</b>	<b>Part B: Subject Specific Skills</b> Unit 1: Introduction to Marketing Unit 2: Marketing Environment Unit 3: Marketing Segmentation, Targeting & Positioning Unit 4: Fundamentals of Marketing Unit 5: Consumer Behaviour <b>Part A: Employability Skills</b> Unit 1: Communication Skill - III Unit 2 : Self-Management Skills-III Unit 3 : ICT Skills-III Unit 4 : Entrepreneurial Skills-III Unit 5 : Green Skills - III