

MARKETING AND SALES (412)
CLASS: X
SYLLABUS BIFURCATION
2026-2027

A	Employability Skills	Marks Distribution
Unit1	Communication Skills-II	02
Unit2	Self-Management Skills-II	02
Unit3	ICT Skills-II	02
Unit4	Entrepreneurial Skills - II	02
Unit5	Green Skills - II	02
	Total	10
B	Subject Specific Skills	
Unit1	Sales with other functions- Introduction to Marketing Mix	05
Unit2	Market (Segmentation, Targeting and Positioning)	05
Unit3	Basic concept of Sales and selling	10
Unit4	Careers in selling	10
Unit 5	Skills in selling	10
	Total	40
C	Practical Work	
	Project	10
	Viva based on project	05
	Practical File	15
	Demonstration of skill competency via Lab Activities	20
	Total	50
	Total (A+B+C)	100

PART B: SUBJECT SPECIFIC SKILL

PART A: EMPLOYABILITY SKILLS

Month	Unit 1: SALES WITH OTHER FUNCTIONS: INTRODUCTION TO MARKETING MIX	Periods
April 2026	<ul style="list-style-type: none"> • Marketing Mix and its types • Product • Price • Place • Promotion • People, Process and Physical Evidence 	02 02 02 01 01 01
	Total Periods	09
Month	Unit 2: MARKET (SEGMENTATION, TARGETING & POSITIONING)	Periods
April-May 2026	<ul style="list-style-type: none"> ▪ Market Segmentation ▪ Bases of market segmentation ▪ Targeting the Market ▪ Strategies of market targeting 	03 02 02 05

	<ul style="list-style-type: none"> ▪ Positioning the Product 	02
	Total Periods	14
Month	Unit 3: Basic Concept of Sales and Selling	Periods
May 2026	<ul style="list-style-type: none"> ▪ Prospecting ▪ Planning the Approach 	03 02
	Total Periods	05
June 2026	Summer Break	
Month	Unit 3: Basic Concept of Sales and Selling	Periods
July 2026	<ul style="list-style-type: none"> ▪ Pre-Approach ▪ Handling Objections ▪ Closing the Sale 	02 04 04
	Total Periods	10
Month	Unit 4: Careers In Selling	Periods
July-Aug 2026	<ul style="list-style-type: none"> ▪ Challenges in Selling Careers ▪ Skills In Selling and Their Training ▪ Roles & Responsibilities of Salesmen ▪ After Sales Services ▪ Factors influencing buyers' behavior 	02 02 03 02 03
	Total Periods	12
Month	Unit 1: Communication Skills - II	Periods
Aug 2026	<ul style="list-style-type: none"> ▪ Methods of Communication ▪ Verbal Communication ▪ Non-verbal Communication <hr/> <ul style="list-style-type: none"> ▪ Communication Cycle and Importance of Feedback ▪ Barriers to Effective Communication ▪ Writing Skills — Parts of Speech ▪ Writing Skills — Sentence 	02 02
	Total Periods	04
Month	Unit 2: Self-Management Skills - II	Periods
Aug 2026	<ul style="list-style-type: none"> ▪ Stress Management ▪ Self-awareness — Strength and Weakness Analysis ▪ Self-motivation <hr/> <ul style="list-style-type: none"> ▪ Self-regulation — Goal Setting ▪ Self-regulation — Time Management 	03 02
	Total Periods	05
Sep 2026	<ul style="list-style-type: none"> ▪ Revision 	01
	Total Periods	01
Month	Unit 5: Skills In Selling	Periods
Sep 2026	<ul style="list-style-type: none"> ▪ Soft skills ▪ Communication skills ▪ Negotiation Skills ▪ Grooming and Personal Etiquette ▪ Ethical Behavior 	05

	<ul style="list-style-type: none"> ▪ Influencing skill ▪ Emotional Quotient 	03
	Total Periods	08
Month	Unit 3: INFORMATION & COMMUNICATION TECHNOLOGY SKILLS- II	Periods
Sep 2026	<ul style="list-style-type: none"> ▪ Basic Computer Operations ▪ Performing Basic File Operations 	02
	<ul style="list-style-type: none"> ▪ Computer Care and Maintenance ▪ Computer Security and Privacy 	02
	Total Periods	04
Month	Unit 4: Entrepreneurial Skills - II	Periods
Sep 2026	<ul style="list-style-type: none"> ▪ Entrepreneurship and Society ▪ Qualities and Functions of an Entrepreneur 	02
	<ul style="list-style-type: none"> ▪ Myths about Entrepreneurship ▪ Entrepreneurship as a Career Option 	01
	Total Periods	03
Month	Unit 5: Green Skills - II	Periods
Oct 2026	<ul style="list-style-type: none"> ▪ Sustainable Development ▪ Our Role in Sustainable Development 	01
		01
	Total Periods	02
Month		Periods
Oct 2026	<ul style="list-style-type: none"> ▪ Revision ▪ Practical File ▪ Competency Based Questions 	01
		01
		01
	Total Periods	03
<u>Important Note:</u>		
<ul style="list-style-type: none"> ▪ Weekly Test I Term I (11.05.2026) Part B: Subject Specific Skills Units 1 and Unit 2 (Upto Topic: Market Segmentation) ▪ Weekly Test II Term I (27.07.2026) Part B: Subject Specific Skills Unit 2,3 and 4 ▪ Revision Test (October and November 2026) ▪ Complete syllabus will be evaluated in I and II Pre-Board I Pre-Board (November 13,2026 to November 30,2026) II Pre-Board (December 14,2026 to January 10,2027) 		