

MARKETING (812)
CLASS: XII
SYLLABUS BIFURCATION
2026-2027

A	Employability Skills	Marks Distribution
Unit 1	Communication Skills-IV	02
Unit 2	Self-Management Skills-IV	02
Unit 3	ICT Skills-IV	02
Unit 4	Entrepreneurial Skills - IV	02
Unit 5	Green Skills - IV	02
	Total	10
B	Subject Specific Skills	
Unit 1	Product	10
Unit 2	Price Decision	10
Unit 3	Place Decision: Channels of Distribution	10
Unit 4	Promotion	10
Unit 5	Emerging Trends in Marketing	10
	Total	50
C	Practical Work	
	Project	10
	Viva based on project	10
	Practical File	10
	Demonstration of skill competency via Lab Activities	10
	Total	40
	Total (A+B+C)	100

PART B: SUBJECT SPECIFIC SKILLS

PART A: EMPLOYABILITY SKILLS

Month	Unit 1: Product	Periods
April 2026	▪ Introduction Of Product	4
	▪ Product Classification	6
	▪ Marketing Strategy	3
	▪ Product Life Cycle	6
	▪ Packaging & Labeling	3
	Total Periods	22
Month	Unit 2: Price	Periods
April-May 2026	▪ Meaning & importance of price	5
	▪ Objective of pricing	6
	▪ Factors affecting pricing	3
	▪ Types of pricing	4
	Total Periods	18
Month	Unit 3: Place And Distribution	Periods

May 2026	<ul style="list-style-type: none"> ▪ Meaning & importance of place ▪ Functions performed by channel of distribution ▪ Types of distribution 	2 3 5
	Total Periods	10
June 2026	Summer Break	
Month	Unit 3: Place And Distribution	Periods
July 2026	<ul style="list-style-type: none"> ▪ Function of intermediaries ▪ Factor affecting the selection of the channel of distribution 	4 4
	Total Periods	08
Month	Unit 4: Promotion	Periods
July 2026	<ul style="list-style-type: none"> ▪ Concept & importance of promotion ▪ Elements of promotional mix ▪ Modes of advertising ▪ Factor affecting the selection of promotional mix 	6 6 3 4
	Total Periods	19
Month	Unit 1: Communication Skills - IV	Periods
July-Aug 2026	<ul style="list-style-type: none"> ▪ Active Listening ▪ Parts of Speech ▪ Writing Sentences 	03 01 01
	Total Periods	05
Month	Unit 2: Self-Management Skills - IV	Periods
Aug 2026	<ul style="list-style-type: none"> ▪ Motivation & Positive Attitude ▪ Result Orientation ▪ Self-Awareness 	02 02 01
	Total Periods	05
Aug 2026	<ul style="list-style-type: none"> ▪ Revision Unit 1: Product Unit 2: Price Unit 3: Place and Distribution <hr/> <ul style="list-style-type: none"> Unit 1: Communication Skill-IV Unit 2: Self-Management Skills-IV 	03 01
	Total Periods	04
Month	Unit 5: Emerging Trends in Marketing	Periods
Aug 2026	<ul style="list-style-type: none"> ▪ Service Marketing ▪ Characteristics of services ▪ Types of services ▪ Service Quality ▪ Online Marketing & Social Media Marketing 	02 03 02 01 04
	Total Periods	12
Aug 2026	<ul style="list-style-type: none"> ▪ Lab Activity 	01
	Total Periods	01
Month	Unit 3: INFORMATION & COMMUNICATION TECHNOLOGY SKILLS- IV	Periods
Sep 2026	<ul style="list-style-type: none"> ▪ Get started with the Spreadsheet ▪ Performing Basic Operations in a Spreadsheet ▪ Working with Data & Formatting Text ▪ Advanced Features in Spreadsheet ▪ Presentation Software 	01 01 01 01 01

	<ul style="list-style-type: none"> ▪ Opening, Closing, Saving & Printing a Presentation ▪ Advanced Features used in a Presentation 	01 02
	Total Periods	08
Month	Unit 4: Entrepreneurial Skills - II	Periods
Sep 2026	<ul style="list-style-type: none"> ▪ Entrepreneurship & Entrepreneur ▪ Barriers to Entrepreneurship ▪ Entrepreneurial Attitudes ▪ Entrepreneurial Competencies 	03 03 02 02
	Total Periods	10
Month	Unit 5: Green Skills - II	Periods
Sep 2026	<ul style="list-style-type: none"> ▪ Green Jobs ▪ Importance of Green Jobs 	05 03
	Total Periods	08
Month		Periods
Sep-Oct 2026	<ul style="list-style-type: none"> ▪ Revision of Complete Syllabus ▪ Competency Based Test ▪ Practical Work Project File Viva 	04 02 02 02
	Total Periods	10

Important Note:

- **Weekly Test I Term I (27.04.2026)**
Part B: Subject Specific Skills
Units 1 (Upto Topic: Product Life Cycle)
- **Weekly Test II Term I (13.07.2026)**
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)