

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

A	Employability Skills	Marks Distribution
Unit 1	Communication Skills-III	02
Unit 2	Self-Management Skills-III	02
Unit 3	ICT Skills-III	02
Unit 4	Entrepreneurial Skills- III	02
Unit 5	Green Skills-III	02
Total		10
B	Subject Specific Skills	
Unit 1	Introduction to Marketing	10
Unit 2	Marketing Environment	10
Unit 3	Segmentation, Targeting and Positioning	10
Unit 4	Fundamental of Marketing Mix	10
Unit5	Consumer Behavior	10
Total		50
C	Practical Work	
	Project	10
	Viva based on project	05
	Practical File	15
	Demonstration of skill competency via Lab Activities	10
Total		40
Total(A+B+C)		100

PARTB: SUBJECT SPECIFIC SKILLS
PART A: EMPLOYABILITY SKILLS

Month	Unit 1: Introduction to Marketing	Periods
April-May 2026	<ul style="list-style-type: none"> ▪ Introduction to Concept and Definition of Marketing ▪ Scope and Importance of Marketing ▪ Journey of marketing through different Marketing Philosophies ▪ Difference between Marketing and Selling 	4 8 8 3
Total Periods		23
Month	Unit 2: Marketing Environment	Periods
May 2026	<ul style="list-style-type: none"> ▪ Meaning and Importance of Environment ▪ Macro Environment Factors 	6 9
Total Periods		15
June 2026	Summer Break	
July 2026	<ul style="list-style-type: none"> ▪ Micro Environment Factors 	07

	Total Periods	07
Month	Unit 3: SEGMENTATION, TARGETING & POSTIONING	Periods
July 2026	<ul style="list-style-type: none"> ▪ Segmentation, Meaning and Importance ▪ Segmentation: Bases, Types of Segmentation ▪ Meaning of Targeting and Types of Targeting ▪ Positioning: The Battle for the Mind 	3 8 8 3
	Total Periods	22
Month	Unit 4: FUNDAMENTALS OF MARKETING MIX	Periods
Aug 2026	<ul style="list-style-type: none"> ▪ Concept, importance of Marketing Mix ▪ Marketing mix components–Service Sector and Consumer Goods 	11 12
	Total Periods	23
Aug 2026	<ul style="list-style-type: none"> ▪ Revision Unit 1: Introduction to Marketing <hr/> <ul style="list-style-type: none"> Unit 2: Marketing Environment <hr/> <ul style="list-style-type: none"> Unit 3: Segmentation, Targeting and Positioning <hr/> <ul style="list-style-type: none"> Unit 4: Fundamentals of Marketing Mix 	01 01
	Total Periods	02
Sep 2026	Half-Yearly Examination 2026 and Post Copy Correction	
Month	Unit 1: Communication Skills- III	Periods
Oct 2026	<ul style="list-style-type: none"> ▪ Introduction to Communication ▪ Verbal Communication ▪ Non-verbal Communication ▪ Pronunciation Basics ▪ Communication Styles—Assertiveness ▪ Saying No—Refusal Skills Session ▪ Writing Skills—Parts of Speech Session <hr/> <ul style="list-style-type: none"> ▪ Writing Skills—Sentences ▪ Greetings and Introduction ▪ Talking about Self ▪ Asking Questions Session ▪ Talking about Family ▪ Describing Habits and Routines ▪ Asking for Directions 	04 02
	Total Periods	06
	Unit 2: Self-Management Skills- III	Periods
Oct 2026	<ul style="list-style-type: none"> ▪ Strength and Weakness Analysis 2026 ▪ Grooming ▪ Personal Hygiene ▪ Team Work <hr/> <ul style="list-style-type: none"> ▪ Networking Skills ▪ Self-motivation ▪ Goal Setting ▪ Time Management 	02 02
	Total Periods	04
Month	Unit 5: CONSUMER BEHAVIOUR	Periods
Oct-Nov 2026	<ul style="list-style-type: none"> ▪ Meaning and importance of consumer behavior ▪ Factor affecting consumer buying behavior ▪ Roles Of buying behavior ▪ Stages of buying behavior 	04 08 04 05
	Total Periods	21
Nov	Practical Work	

2026	<ul style="list-style-type: none"> ▪ Lab Activity ▪ Practical File 	01 01
	Total Periods	02
Month	Unit 3: INFORMATION & COMMUNICATION TECHNOLOGY SKILLS-III	Periods
Nov-Dec 2026	<ul style="list-style-type: none"> ▪ Introduction to ICT ▪ Basic Interface of LibreOffice Writer ▪ Saving, Closing, Opening and Printing Document ▪ Formatting Text in a Word Document ▪ Checking Spelling and Grammar 	06
	<ul style="list-style-type: none"> ▪ Inserting Lists, Tables, Pictures, and Shapes ▪ Header, Footer and Page ▪ Tracking Changes in LibreOffice Writer 	06
	Total Periods	12
Month	Unit 4: Entrepreneurial Skills- II	Periods
Dec 2026	<ul style="list-style-type: none"> ▪ Introduction to Entrepreneurship ▪ Values of an Entrepreneur ▪ Attitude of an Entrepreneur ▪ Thinking Like an Entrepreneur 	05
	<ul style="list-style-type: none"> ▪ Coming Up with a Business Idea Session ▪ Understanding the Market ▪ Business Planning 	05
	Total Periods	10
Month	Unit 5: Green Skills-II	Periods
Dec -Jan 2027	<ul style="list-style-type: none"> ▪ Sectors of Green Economy ▪ Policies for a Green Economy 	05
	<ul style="list-style-type: none"> ▪ Stakeholders in Green Economy ▪ Government and Private Agencies 	05
	Total Periods	10
Jan 2027	Revision of Complete Syllabus	04
	Total Periods	04
Feb-Mar 2027	Annual Examination	

Important Note:

Weekly Test II Term I (12.08.2026)

Part B: Subject Specific Skills

Unit 1 and 2

Half Yearly Examination (II Week of September,2026)

Part B: Subject Specific Skills

Units 1,2,3 and 4

Written Test Term II (28.12.2026)

Part A: Employability Skills

Unit 1 and 2

Annual Examination (II Week of February,2027)

Complete syllabus

