

**MARKETING (812)**  
**CLASS: XI**  
**SYLLABUS BIFURCATION**  
**2025-2026**

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

**PART B: SUBJECT SPECIFIC SKILLS**

<b>Month</b>	<b>Unit 1: Introduction to Marketing</b>	<b>Periods</b>
April-May 2025	<ul style="list-style-type: none"> <li>▪ Introduction to Concept and Definition of Marketing</li> <li>▪ Scope and Importance of Marketing</li> <li>▪ Journey of marketing through different Marketing Philosophies</li> <li>▪ Difference between Marketing and Selling</li> </ul>	4 8 8 3
	<b>Total Periods</b>	<b>23</b>
<b>Month</b>	<b>Unit 2: Marketing Environment</b>	<b>Periods</b>
May-July 2025	<ul style="list-style-type: none"> <li>▪ Meaning and Importance of Environment</li> <li>▪ Macro Environment Factors</li> <li>▪ Micro Environment Factors</li> </ul>	6 9 7
	<b>Total Periods</b>	<b>22</b>
<b>Month</b>	<b>Unit 3: SEGMENTATION, TARGETING &amp; POSTIONING</b>	<b>Periods</b>
July-Aug 2025	<ul style="list-style-type: none"> <li>▪ Segmentation, Meaning and Importance</li> <li>▪ Segmentation: Bases, Types of Segmentation</li> <li>▪ Meaning of Targeting and Types of Targeting</li> <li>▪ Positioning: The Battle for the Mind</li> </ul>	3 8 8 4

	<b>Total Periods</b>	<b>23</b>
<b>Month</b>	<b>Unit 4: FUNDAMENTALS OF MARKETING MIX</b>	<b>Periods</b>
Aug-Sep 2025	<ul style="list-style-type: none"> <li>▪ Concept, importance of Marketing Mix</li> <li>▪ Marketing mix components – Service Sector and Consumer Goods</li> </ul>	10 12
	<b>Total Periods</b>	<b>22</b>
Sep-Oct 2025	<ul style="list-style-type: none"> <li>▪ <b>Revision</b></li> </ul> <div> Unit 1: Introduction to Marketing  Unit 2: Marketing Environment </div> <hr/> <div> Unit 3: Segmentation, Targeting and Positioning  Unit 4: Fundamentals of Marketing Mix </div>	03  04
	<b>Total Periods</b>	<b>07</b>
<b>Month</b>	<b>Unit 5: CONSUMER BEHAVIOUR</b>	<b>Periods</b>
Oct 2025	<ul style="list-style-type: none"> <li>▪ Meaning And Importance of Consumer Behaviour</li> <li>▪ Factors Affecting Consumer Buying Behaviour</li> <li>▪ Roles Of Buying Behaviour</li> <li>▪ Stages Of Buying Behaviour</li> </ul>	04 08 04 05
	<b>Total Periods</b>	<b>21</b>
		<b>Periods</b>
Nov 2025	<ul style="list-style-type: none"> <li>▪ <b>Lab Activity</b></li> </ul>	<b>04</b>

### **PART A: EMPLOYABILITY SKILLS**

<b>Month</b>	<b>Unit 1: Communication Skills - III</b>	<b>Periods</b>
Nov 2025	<ul style="list-style-type: none"> <li>▪ Introduction to Communication</li> <li>▪ Verbal Communication</li> <li>▪ Non-verbal Communication</li> <li>▪ Pronunciation Basics</li> <li>▪ Communication Styles — Assertiveness</li> <li>▪ Saying No — Refusal Skills Session</li> </ul> <hr/> <ul style="list-style-type: none"> <li>▪ Writing Skills — Parts of Speech Session</li> <li>▪ Writing Skills — Sentences</li> <li>▪ Greetings and Introduction</li> <li>▪ Talking about Self</li> <li>▪ Asking Questions Session</li> <li>▪ Talking about Family</li> <li>▪ Describing Habits and Routines</li> <li>▪ Asking for Directions</li> </ul>	06      04
	<b>Total Periods</b>	<b>10</b>
<b>Month</b>	<b>Unit 2: Self-Management Skills - III</b>	<b>Periods</b>
Nov 2025	<ul style="list-style-type: none"> <li>▪ Strength and Weakness Analysis</li> <li>▪ Grooming</li> <li>▪ Personal Hygiene</li> <li>▪ Team Work</li> </ul> <hr/> <ul style="list-style-type: none"> <li>▪ Networking Skills</li> <li>▪ Self-motivation</li> <li>▪ Goal Setting</li> <li>▪ Time Management</li> </ul>	05      05
	<b>Total Periods</b>	<b>10</b>
<b>Month</b>	<b>Unit 3: INFORMATION &amp; COMMUNICATION TECHNOLOGY SKILLS-</b>	<b>Periods</b>

	<b>III</b>	
Dec 2025	<ul style="list-style-type: none"> <li>▪ Introduction to ICT</li> <li>▪ Basic Interface of LibreOffice Writer</li> <li>▪ Saving, Closing, Opening and Printing Document</li> <li>▪ Formatting Text in a Word Document</li> <li>▪ Checking Spelling and Grammar</li> </ul>	06
	<ul style="list-style-type: none"> <li>▪ Inserting Lists, Tables, Pictures, and Shapes</li> <li>▪ Header, Footer and Page</li> <li>▪ Tracking Changes in LibreOffice Writer</li> </ul>	06
	<b>Total Periods</b>	<b>12</b>
<b>Month</b>	<b>Unit 4: Entrepreneurial Skills - II</b>	<b>Periods</b>
Dec 2025	<ul style="list-style-type: none"> <li>▪ Introduction to Entrepreneurship</li> <li>▪ Values of an Entrepreneur</li> <li>▪ Attitude of an Entrepreneur</li> <li>▪ Thinking Like an Entrepreneur</li> </ul>	05
	<ul style="list-style-type: none"> <li>▪ Coming Up with a Business Idea Session</li> <li>▪ Understanding the Market</li> <li>▪ Business Planning</li> </ul>	05
	<b>Total Periods</b>	<b>10</b>
<b>Month</b>	<b>Unit 5: Green Skills - II</b>	<b>Periods</b>
Jan 2026	<ul style="list-style-type: none"> <li>▪ Sectors of Green Economy</li> <li>▪ Policies for a Green Economy</li> </ul>	05
	<ul style="list-style-type: none"> <li>▪ Stakeholders in Green Economy</li> <li>▪ Government and Private Agencies</li> </ul>	05
	<b>Total Periods</b>	<b>10</b>
<b>Month</b>		<b>Periods</b>
Jan 2026	<ul style="list-style-type: none"> <li>▪ <b>Revision of Complete Syllabus</b></li> <li>▪ <b>Practical Work</b></li> </ul>	06
	Project File	03
	Viva	02
	<b>Total Periods</b>	<b>11</b>

**Important Note:**

**Weekly Test I Term I (24.05.2025)**

Part B: Subject Specific Skills

Units 1

**Weekly Test II Term I (18.08.2025)**

Part B: Subject Specific Skills

Unit 2 and 3

**Half Yearly examination (September 2025)**

Part B: Subject Specific Skills

Units 1,2,3 and 4

**Written Test Term II (20.12.2025)**

Part A: Employability Skills

Unit 1 to 5

**Annual Examination**

Complete syllabus