

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

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
Unit 5	Consumer Behaviour	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

PART B: SUBJECT SPECIFIC SKILLS

Month	Unit 1: Introduction to Marketing	Periods
April-May 2025	<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-July 2025	<ul style="list-style-type: none"> ▪ Meaning and Importance of Environment ▪ Macro Environment Factors ▪ Micro Environment Factors 	6 9 7
	Total Periods	
		22
Month	Unit 3: SEGMENTATION, TARGETING & POSITIONING	Periods
July-Aug 2025	<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 4

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

PART A: EMPLOYABILITY SKILLS

Month	Unit 1: Communication Skills - III	Periods
Nov 2025	<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 ▪ Writing Skills — Sentences ▪ Greetings and Introduction ▪ Talking about Self ▪ Asking Questions Session ▪ Talking about Family ▪ Describing Habits and Routines ▪ Asking for Directions 	06 04
		Total Periods
Month	Unit 2: Self-Management Skills - III	Periods
Nov 2025	<ul style="list-style-type: none"> ▪ Strength and Weakness Analysis ▪ Grooming ▪ Personal Hygiene ▪ Team Work ▪ Networking Skills ▪ Self-motivation ▪ Goal Setting ▪ Time Management 	05 05
		Total Periods
Month	Unit 3: INFORMATION & COMMUNICATION TECHNOLOGY SKILLS-	Periods

III			
Dec 2025	<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 <hr/> <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 2025	<ul style="list-style-type: none"> ▪ Introduction to Entrepreneurship ▪ Values of an Entrepreneur ▪ Attitude of an Entrepreneur ▪ Thinking Like an Entrepreneur <hr/> <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	
Jan 2026	<ul style="list-style-type: none"> ▪ Sectors of Green Economy ▪ Policies for a Green Economy <hr/> <ul style="list-style-type: none"> ▪ Stakeholders in Green Economy ▪ Government and Private Agencies 	05	
	Total Periods	10	
Month		Periods	
Jan 2026	<ul style="list-style-type: none"> ▪ Revision of Complete Syllabus ▪ Practical Work <p>Project File</p> <p>Viva</p>	06	
	Total Periods	11	
<u>Important Note:</u>			
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			