

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2020-2021

MARKETING (SUBJECT CODE-812)

JOB ROLE: MARKETING EXECUTIVE

RATIONALIZED CURRICULUM FOR CLASS-XII FOR SESSION 2020-21

Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV	13	10
	Unit 2 : Self-Management Skills-IV	07	
	Unit 3 : ICT Skills-IV	13	
	Unit 4 : Entrepreneurial Skills-IV	10	
	Unit 5 : Green Skills-IV	07	
	Total	50	
Part B	Subject Specific Skills		
	Unit 1: Product	30	10
	Unit 2: Price Decision	30	10
	Unit 3: Place Decision: Channels of Distribution	30	10
	Unit 4: Promotion	30	10
	Unit 5: Emerging Trends in Marketing	30	10
	Total	150	50
Part C	Practical Work		
	Project	60	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		10
	Total		60
	GRAND TOTAL	260	100

DETAILED CURRICULUM/TOPICS:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-IV	13
2.	Unit 2: Self-management Skills-IV	07
3.	Unit 3: Information and Communication Technology Skills-IV	13
4.	Unit 4: Entrepreneurial Skills-IV	10
5.	Unit 5: Green Skills-IV	07
	TOTAL DURATION	50

NOTE: Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Product	30
2.	Unit 2: Price Decision	30
3.	Unit 3: Place Decision: Channels of Distribution	30
4.	Unit 4: Promotion	30
5.	Unit 5: Emerging Trends in Marketing	30
	TOTAL DURATION	150

UNIT	SESSION/ TOPIC	ACTIVITY/PRACTICAL
1. PRODUCT	PRODUCT LIFE CYCLE PACKAGING	1. While developing a product in practical students will understand the different stages of PLC . 2. Prepare a list of products(own an existing product) to compare and observe how they have moved through different stages of PLC. 3. To develop a package of any FMCG to understand the importance and levels of packaging
2. PRICE	OBJECTIVES OF PRICING DIFFERENTIAL PRICING SKIMMING PRICING	An activity to understand the objectives of pricing. Taking today's example students will compare the price and availability of masks,sanitizers etc on and after 24th MARCH 2020 till date Why is the price of three layer masks prescribed by doctors is available for more than 100rs? However market is flooded with masks @ of 10rs each
3. PLACE	FUNCTIONS PERFORMED BY CHANNELS OF DISTRIBUTION	Students will be divided in group/(s) 1st group performing transactional functions other logistical functions and other providing facilitating functions
4. PROMOTION	ADVANTAGES AND LIMITATIONS OF YELLOW PAGES, MOBILES AND TELEPHONES AND CINEMA ADVERTISING (TOPIC)- Modes of Advertisement	A comparative table to be made by the students to analyse why they dislike tele-marketing as a consumer on one hand and on the other hand if they are the sellers what advantages will be reaped by them? Activity – <ul style="list-style-type: none"> • Brochures- Brochures can contain a great deal of information. • Direct mail – Customized eMail sent directly to suit their nature and needs. • E-mail messages -- E-mail vs. voice mail.)

UNIT	SESSION/ TOPIC	ACTIVITY/PRACTICAL
		<ul style="list-style-type: none"> • Magazines -- Magazines ads Newsletters -- This can be powerful means to conveying the nature of your organization and its services. • Radio announcements -- A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radioTelemarketing -- The use of telemarketing is on the rise. (See Telemarketing.) • Television ads -- Many people don't even consider television ads because of the impression that the ads are very expensive. • Web pages -- You probably would not have seen this means of advertising on a list of advertising methods.) • Yellow Pages --The Yellow Pages can be very effective advertising
5. EMERGING TRENDS IN MARKETING	SESSION 2	A PPT will be made by students showing online and social media marketing meaning, advantages and disadvantages when they are going to spread an awareness of there own developed product in their market.

***Note :- To be assessed in practical only. No question shall be asked from this portion in Theory Exams.**