



**INDIAN SCHOOL MUSCAT
SENIOR SECTION
DEPARTMENT OF COMMERCE AND HUMANITIES
CLASS XI
MARKETING - 812
YEAR PLAN 2022-2023**

SYLLABUS FOR THE YEAR – 2022-2023

Theory: 80 Marks

Project: 20 Marks

UNIT	TOPIC	MARKS
Part A: Employability Skills		
1	Communication Skills-III	2
2	Self-Management Skills-III	2
3	ICT Skills-III	2
4	Entrepreneurial Skills-III	2
5	Green Skills-III	2
Part A: Subject Specific Skills		
1	Introduction to Marketing	10
2	Marketing Environment	10
3	Marketing Segmentation, Targeting & Positioning	10
4	Fundamentals of Marketing Mix	10
5	Consumer Behaviour	10
PART C: PROJECT WORK (as per CBSE guidelines)		40
TOTAL		100

**MONTHLY BREAK UP OF SYLLABUS
CLASS - XI**

Month	Unit/ Chapter	Sub- units
MAY, 2022	UNIT 1: INTRODUCTION TO MARKETING	Session 1: Introduction to Concept and Definition Of Marketing
JUNE, 2022		Session 2: Scope and Importance of Marketing
SUMMER VACATION		
AUGUST, 2022	UNIT 1: INTRODUCTION TO MARKETING	Session 3: Journey of marketing through different Marketing Philosophies
		Session 4: Difference between Marketing and Selling
	UNIT II: MARKETING	Session 1: Meaning and importance of environment

	ENVIRONMENT	Session 2: Macro environment factors
SEPTEMBER, 2022		Session 3: Micro environment factors
	UNIT – 1 COMMUNICATION SKILL(EMPLOYABILITY SKILL)	PERIODIC TEST – 1 Unit-1 Communication Skill
	UNIT III- SEGMENTATION, TARGETING AND POSITIONING	Session 1: Segmentation, meaning & importance Session 2: Segmentation: bases, types of segmentation. Session 3: meaning of targeting and types of targeting Session 4 : Positioning :The Battle for the Mind
OCTOBER, 2022	UNIT-II SELF MANAGEMENT SKILL	Self-management Skills
	UNIT - IV FUNDAMENTALS OF MARKETING MIX	Session I: Concept, importance of Marketing Mix Session II: Marketing mix components – Service Sector and Consumer Goods Session II: Marketing mix components – Service Sector and Consumer Goods
	UNIT – III INFORMATION TECHNOLOGY	Unit – 3 - Information technology
NOVEMBER, 2022		Session 1: Meaning and importance of consumer behaviour Session 2:Factors affecting consumer buying behavior
	UNIT V: CONSUMER BEHAVIOUR	HALF YEARLY EXAMINATION Session 3: Roles of buying behaviour Session 4: Stages of buying behaviour
DECEMBER, 2022		
JANUARY, 2023	UNIT IV: ENTREPRENEURSHIP SKILLS	PERIODIC TEST – 2 Entrepreneurship Skills
	UNIT 5: GREEN SKILLS	Unit 5: Green Skills
FEBRUARY, 2023		REVISION FINAL EXAMINATION
MARCH, 2023		NEW ACADEMIC YEAR – CLASS – XII
