



INDIAN SCHOOL MUSCAT
Department of Commerce and Humanities
MARKETING(SUBJECT CODE - 812)
CLASS – XII (SESSION 2022-2023)
TERM WISE COURSE STRUCTURE

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

TERM	UNITS	MAX. MARKS Theory and Practical [100]
Part A : Employability Skills		Marks
TERM I	Unit 1: Communication Skills-IV Unit 2: Self-Management Skills-IV Unit 3 : ICT Skills-IV	5
TERM II	Unit 4: Entrepreneurial Skills-IV Unit 5 : Green Skills-IV	5
Total		10
Part B : Subject Specific Skills		Marks
TERM I	Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision: Channels of Distribution	25
TERM II	Unit 3: Place Decision: Channels of Distribution Unit 4: Promotion Unit 5: Emerging trends in Marketing	25
Total		50
Part C		Practical Work
Project		10
Viva		05
Practical File		15
Demonstration of Skill competency via Lab Activities		10
Total		40
GRAND TOTAL		100

PART – C – PRACTICAL WORK

Procedure for Record of Marks in the Practical answer-books:

- (1) Project -10 marks
- (2) Viva based on Project -05 marks
- (3) Practical File -15 Marks
- (4) Demonstration of skill competency in Lab Activities -10 marks



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MONTHLY BREAK UP OF SYLLABUS

MONTH	UNIT
March, 2022	UNIT I: PRODUCT Meaning and importance of product - Characteristics Product and Importance of Product to a firm and Product Levels
	Product classification – types of consumer goods and industrial goods
	Product life cycle - various stages in a product life cycle
April, 2022	Packaging and labelling –role of packaging in marketing
	UNIT 2- PRICE DECISION Meaning and importance of price - significance of pricing for a firm
	Factors affecting pricing - internal and external factors
	Types of pricing - A. Demand-oriented pricing, B. Cost-oriented Pricing, C. Competitionoriented pricing, D. Value- based pricing FIRST PERIODIC TEST
May, 2022	UNIT 3 PLACE & DISTRIBUTION Meaning & Importance of Place
	Types of distribution- direct and indirect channels of distribution
	Functions of intermediaries - functions of two main Intermediaries i.e wholesalers and retailers
	Factors affecting the selection of the channel of distribution
	PART – A UNIT -1 COMMUNICATION SKILLS Introduction of communication skills SECOND PERIODIC TEST
June, 2022	PART- A: UNIT-2: IT SKILLS – Introduce spread sheet
	UNIT-2: IT SKILLS – Spread sheet data handling PROJECT GUIDELINES AND DISCUSSION SUMMER VACATION
August, 2022	UNIT IV PROMOTION Concept and importance of promotion
	Elements of promotional mix - Advertising and Word-of –Mouth Communication, Sales Promotion, Direct marketing and online Marketing, Personal Selling, Public Relations and Sponsorship
	Factors affecting the selection of promotional mix
September, 2022	PART-A UNIT – 3 SELF MANAGEMNT SKILL Introduction of self management skill
	REVISION
	HALF YEARLY EXAMINATION

October, 2022	UNIT V EMERGING TRENDS IN MARKETING SERVICES MARKETING Characteristics of Service & Identify the types of services and its quality
	Online marketing and social media marketing – Meaning and concept of Online Marketing and social media, Advantage of online marketing and social media marketing
November, 2022	PART-A UNIT – 4 ENTREPRENEURIAL SKILL Introduction of different entrepreneurial skills
	PART-A UNIT – 5 GREEN SKILL Introduction of different green economy and green skills
December, 2022	REVISION - REVISION FINAL EXAMINATION
January, 2023	FIRST PRE-BOARD EXAMINATION CBSE BOARD PRACTICAL EXAMINATION
February, 2023	SECOND PRE-BOARD EXAMINATION CBSE EXAMINATION
March, 2023	CBSE EXAMINATION