



BLOOM PUBLIC SCHOOL

C-8 Vasant Kunj New Delhi

SYLLABUS FOR THE SESSION 2025-26

Class: X

SUBJECT: MARKETING AND SALESMANSHIP

MONTH	CHAPTERS (NCERT TEXTBOOK)	CONTENT
April	Subject Specific Skills – Unit I: Sales with other functions - Introduction to Marketing Mix Employability Skills Unit 1 – Communication Skills - II	<i>Product</i> - To understand product as the first tool of marketing mix. <i>Price</i> - The meaning of price in context of one of the tools of marketing. <i>Place</i> – The meaning of place in context of one of the tools of marketing mix <i>Promotion</i> - The meaning of promotion in context of one of the tools of marketing Methods of Communication, Verbal Communication, non-verbal Communication, Communication Cycle
May	Subject Specific Skills Unit II: Marketing Process Employability Skills Unit 1 – Communication Skills – II (Contd.) Periodic Assessment-1 Project Work	The concept of Segmentation and identify its bases The concept of market targeting and the various Strategies of Targeting available to the marketer The concept of Positioning and the various bases/strategies of Positioning the product available to the marketer. Importance of Feedback, Barriers to Effective Communication, Writing Skills — Parts of Speech, Writing Skills, Sentences.
July	Subject Specific Skills Unit III: Sales Process (Contd.) Employability Skills Unit 2 – Self Management Skills II	The Process of Selling and the steps involved. The concept of Planning an Approach, presentation. Handling objections, closing the sales process. Basics of self-management skills, Stress Management. Self-Awareness, Self-Regulation, Self- Motivation, Goal – setting, time management.

August	Subject Specific Skills Unit IV: Careers in Selling Employability Skills Unit 3: ICT Skills I Periodic Assessment -2 Project Work	<p>Career opportunities in sales and challenges in a selling career. The meaning of People skills, Communication skills, Selling skills, Information. and technology skills. Methodical classification of various roles of sales persons in selling. Responsibilities of sales.</p> <p>Basic computer operations, performing basic file operations.</p>
September	Employability Skills Unit 3: ICT Skills I (Contd.) Mid – Term Examination	Computer care and maintenance, computer security and privacy
October	Subject Specific Skills Unit V: Soft Skills in Selling Employability Skills – Unit 4: Entrepreneurial Skills-I Unit V: Green Skills	<p>Soft skills in selling, Communication Skills, Negotiation skills, Influencing skill, Emotional quotient, Personal Grooming and Etiquettes, Ethical Behaviour.</p> <p>Entrepreneurship and society, qualities and functions of an entrepreneur. Myths about entrepreneurship, entrepreneurship as a career option.</p> <p>What is Sustainable development, Problems related to Sustainable development, Challenges to Sustainable development, Sustainable development goals, Sustainable development initiatives, Role in Sustainable development.</p>
November	Revision Pre Board 1	
December	Revision Pre Board -2	
January	Revision Practice Exam	
February	Revision	
March	Board Exam	

ASSESSMENT SYLLABUS

PERIODIC ASSESSMENT -I (May)	Employability Skills- Unit 1 – Communication Skills - II Subject Specific Skills – Unit I: Sales with other functions- Introduction to Marketing Mix
PERIODIC ASSESSMENT – II (August)	Employability Skills – Unit 4: Self-Management Skills-I Subject Specific Skills – Unit II: Marketing Process
MID TERM EXAMINATION (September))	Employability Skills - Unit 1: Communication Skills Unit 2: Self-Management Skills-I Unit 3: ICT Skills-I Subject Specific Skills - Unit I: Introduction to Marketing Mix Unit II: Marketing Process Unit III: Sales Process (I) Unit IV: Careers in Selling
PREBOARD EXAMINATION - I (November)	Employability Skills – Unit 1: Communication Skills Unit 2: Self-management Skills-II Unit 3: Information and Communication Technology Skills-II Unit 4: Entrepreneurial Skills-II Unit 5: Green Skills Subject Specific Skills – Unit I: Introduction to Marketing Mix Unit II: Marketing Process Unit III: Sales Process (I) Unit IV: Careers in Selling Unit V: Skills in Selling

**PREBOARD EXAMINATION - II
(December)**

Employability Skills –

Unit 1: Communication Skills

Unit 2: Self-management Skills-II

Unit 3: Information and Communication Technology Skills-II

Unit 4: Entrepreneurial Skills-II

Unit 5: Green Skills

Subject Specific Skills –

Unit I: Introduction to Marketing Mix

Unit II: Marketing Process

Unit III: Sales Process (I)

Unit IV: Careers in Selling

Unit V: Skills in Selling

**PRACTICE EXAMINATION - II
(JANUARY)**

Employability Skills –

Unit 1: Communication Skills

Unit 2: Self-management Skills-II

Unit 3: Information and Communication Technology Skills-II

Unit 4: Entrepreneurial Skills-II

Unit 5: Green Skills

Subject Specific Skills –

Unit I: Introduction to Marketing Mix

Unit II: Marketing Process

Unit III: Sales Process (I)

Unit IV: Careers in Selling

Unit V: Skills in Selling