



BLOOM PUBLIC SCHOOL

C-8 Vasant Kunj New Delhi

SYLLABUS FOR THE SESSION 2026-27

Class: X

SUBJECT: MARKETING AND SALES

MONTH	CHAPTERS (NCERT TEXTBOOK)	CONTENT	ACTIVITIES/ PRACTICALS
April	Subject Specific Skills – Unit I: Sales with other functions - Introduction to Marketing Mix	✓ <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	Logo and Brand Identity: Create a logo, brand name, and tagline for a new brand of organic snacks.
	Employability Skills Unit 1 – Communication Skills - II	✓ Methods of Communication, ✓ Verbal Communication, non-verbal Communication, Communication Cycle	Charades of Non-verbal Cues: Students act out specific emotions or messages using only non-verbal communication (body language, gestures, expressions) while others guess the message.
May	Subject Specific Skills Unit II: Marketing Process	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 product available to marketer.	The "Celebrity Match" Game: Match five different celebrities to five different products and explain the positioning logic behind the association
	Employability Skills Unit 1 – Communication Skills – II (Contd.)	Importance of Feedback, Barriers to Effective Communication, Writing Skills — Parts of Speech, Writing Skills, Sentences.	
	Periodic Assessment-1		
	Project Work		

July	Subject Specific Skills Unit III: Sales Process (Contd.)	The Process of Selling and the steps involved. The concept of Planning an Approach, presentation. Handling objections, closing the sales process.	Handling Objections Role-Play: One student acts as a "tough customer" with objections (e.g., "it's too expensive"), and another practices "Objection Handling" techniques.
	Employability Skills Unit 2 – Self Management Skills II	Basics of self-management skills, Stress Management. Self-Awareness, Self-Regulation, Self- Motivation, Goal – setting, time management.	Self-Motivation Mood Board: Create a collage of images and quotes that inspire you to work hard even during difficult times.
August	Subject Specific Skills Unit IV: Careers in Selling	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.	Role-Play: The Image Builder: Act out a scenario where a salesperson has to build the company's "Goodwill" after a delivery delay
	Employability Skills Unit 3: ICT Skills I	Basic computer operations, performing basic file operations.	
	Periodic Assessment -2		
	Project Work		
September	Employability Skills Unit 3: ICT Skills I (Contd.)	Computer care and maintenance, computer security and privacy	
	Mid – Term Examination		
October	Subject Specific Skills Unit V: Soft Skills in Selling	Soft skills in selling, Communication Skills, Negotiation skills, Influencing skill, Emotional quotient, Personal Grooming and Etiquettes, Ethical Behaviour.	Communication Cycle Diagram: Draw a diagram of the communication process (Sender, Message, Receiver, Feedback) in a sales context The "Enter-Survive-Grow" Timeline: Research a famous business and draw a timeline showing their journey through the three stages of the career process.
	Employability Skills – Unit 4: Entrepreneurial Skills-I Unit V: Green Skills	Entrepreneurship and society, qualities and functions of an entrepreneur. Myths about entrepreneurship, entrepreneurship as a career option.	

		What is Sustainable development?, Problems related to Sustainable development, Challenges to Sustainable development, Sustainable development goals, Sustainable development initiatives, Role in Sustainable development.	Sustainable Development Goal (SDG) Posters: Each group selects one of the 17 UN SDGs and creates a poster explaining its importance for 2030.
November	Revision		
December	Revision Pre Board -1		
January	Revision Pre Board -I1		
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	Employability Skills – Unit 1: Communication Skills Unit 2: Self-management Skills-II Unit 3: Information and Communication Technology Skills-II

	<p>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</p>
<p>PREBOARD EXAMINATION - II</p>	<p>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</p>
<p>BOARD EXAMINATION</p>	<p>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</p>