



BLOOM PUBLIC SCHOOL
C-8 Vasant Kunj, New Delhi
Syllabus for the Session 2026-27

Class: XII

Subject: Marketing

SYLLABUS			
MONTH	CHAPTER (CBSE Study Material)	CONTENT	Practical/Activities
April	PART B Subject Specific Skills Unit 1: Product PART A: Employability Skills Unit 1: Communication Skills-IV	Session 1: Meaning and importance of Product Session 2: Classification of product Session 3: Product Life Cycle- concept and stage Session 4: Role of packaging and Labelling Session 1 Active Listening Session 2 Parts of Speech Session 3 Writing Sentences	Practical - While developing a product in practical, students will understand the different stages of PLC. Prepare a list of Products (own an existing product) to compare and observe how they have moved through different stages of PLC. Activity - To develop a package of any FMCG to understand the importance and levels of packaging
May	PART B Subject Specific Skills Unit 2: Price Decision PART A: Employability Skills Unit 2: Self - Management Skills IV Project Work PA 1 Examination	Session 1: Meaning and importance of price Session 2: Factors affecting pricing Session 3: Types of Pricing Session 1 Motivation and Positive Attitude Session 2 Result Orientation Session 3 Self-awareness	Activity - An activity to understand the objectives of pricing. 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 available for more than ₹100 ? However market is flooded with masks @ of ₹10 each
July	PART B Subject Specific Skills Unit 3: Place Decision - Channels of Distribution	Session 1: Meaning and importance of place Session 2: Types of Distribution Session 3: Functions of Intermediaries	Activity - Students will be asked to performing transactional functions other logistical functions and other providing facilitating functions

	PART A: Employability Skills Unit 3: ICT Skills-IV Project Work	Session 1 Getting Started with Spreadsheet Session 2 Performing Basic Operations in a Spreadsheet Session 3 Working with Data and Formatting Text Session 4 Advanced Features in Spreadsheet Session 5 Presentation Software Session 6 Opening, Closing, Saving and Printing a Presentation Session 7 Working with Slides and Text in a Presentation Session 8 Advanced Features used in Presentation	Practical - Channel of distribution used by different Indian firms.
August	PART B Subject Specific Skills Unit 4 Promotion PA 2 Examination	Session 1: Concept and importance of Promotion Session 2: Elements of Promotion Mix Session 3: Factors affecting the selection of Promotion Mix	Activity - Ad-Making Competition Students will learn about promotional mix: advertising, personal selling, sales promotion, sponsorship etc. Practical - Promotional mix by Indian Companies.
September	PART A: Employability Skills Unit 4: Entrepreneurial Skills- IV Project Work Mid Term Examination	Session 1 Entrepreneurship and Entrepreneur Session 2 Barriers to Entrepreneurship Session 3 Entrepreneurial Attitudes Session 4 Entrepreneurial Competencies	-
October	PART B Subject Specific Skills Unit 5 Emerging Trends in Marketing PART A: Employability Skills Unit 5: Green Skills IV	Session 1: Service Marketing Session 2: Online marketing and Social Media Marketing Session 1 Green Jobs Session 2 Importance of Green Jobs	Project - Emerging trends in Marketing
November	Revision Pre-Board Practical	CBSE Sample Papers and Question Papers	
December	Pre-Board Practical		

	Pre-Board - I Examination		
January	Pre-Board – II Examination CBSE Board Practical		
February	CBSE Board Examination		
March	CBSE Board Examination		
ASSESSMENT SYLLABUS			
PERIODIC ASSESSMENT -1	PART B Subject Specific Skills Unit 1: Product PART A: Employability Skills Unit 1: Communication Skills-IV		
PERIODIC ASSESSMENT -2	PART B Subject Specific Skills Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution PART A: Employability Skills Unit 2: Self - Management Skills IV		
MID TERM EXAM (September)	PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4: Promotion PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV		
PRE-BOARD - I EXAMINATION	PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4: Promotion Unit 5: Emerging Trends in Marketing PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills- IV Unit 5: Green Skills IV	Practical – 40 Marks Presentation 1: Development of a Potential Product Presentation 2: Product life cycle/ Channel of Distribution/ Promotional mix by Indian Companies. Project - Emerging Trends in Marketing Viva Voce	

		Presentation/ Role Play/ Case based presentation.
PRE-BOARD - II EXAMINATION	<p>PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4 Promotion Unit 5 Emerging Trends in Marketing</p> <p>PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills- IV Unit 5: Green Skills IV</p>	
CBSE BOARD EXAMINATION	<p>PART B Subject Specific Skills Unit 1: Product Unit 2: Price Decision Unit 3: Place Decision - Channels of Distribution Unit 4 Promotion Unit 5 Emerging Trends in Marketing</p> <p>PART A: Employability Skills Unit 1: Communication Skills-IV Unit 2: Self - Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills- IV Unit 5: Green Skills IV</p>	<p>Practical – 40 Marks Presentation 1: Development of a Potential Product Presentation 2: Product life cycle/ Channel of Distribution/ Promotional mix by Indian Companies. Project - Emerging Trends in Marketing</p> <p>Viva Voce</p> <p>Presentation/ Role Play/ Case based presentation.</p>