



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

Class: XI

Subject: Marketing (812)

SYLLABUS			
MONTH	CHAPTER (CBSE Study material)	CONTENT	Practical/Activities
April	Part B: Subject Specific Skills Unit 1: Introduction to Marketing	Session 1: Introduction to Concept and Definition of Marketing Session 2: Scope and Importance of Marketing Session 3: Journey of marketing through different Marketing Philosophies Session 4: Difference between Marketing and Selling	Practical - Visit in group to different marketing organisations in nearby localities and make a report to find marketing activities performed by the wholesaler , producers, retailers and distributors etc. Activity - “Brand Detective - Students will recognize different brands and marketers of products in daily life.
May	Part B: Subject Specific Skills Unit 2: Marketing Environment Part A: Employability Skills Unit 1: Communication Skill - III	Session 1: Meaning and importance of Environment Session 1: Introduction to Communication Session 2: Verbal Communication Session 3: Non-verbal Communication Session 4: Pronunciation Basics Session 5: Communication Styles — Assertiveness Session 6: Saying No — Refusal Skills Session 7: Writing Skills — Parts of Speech Session 8: Writing Skills —	Activity - Role Play on the communication process. Students will play the role of a buyer and seller. Students will list out the elements of the communication process and also highlight the communications barriers which may exist

	Practical File	<p>Sentences</p> <p>Session 9: Greetings and Introduction</p> <p>Session 10: Talking about Self</p> <p>Session 11: Asking Questions</p> <p>Session 12: Talking about Family</p> <p>Session 13: Describing Habits and Routines</p> <p>Session 14: Asking for Directions</p>	
July	<p>Part B: Subject Specific Skills</p> <p>Unit 2: Marketing Environment (To be cont)</p> <p>Part A:</p> <p>Employability Skills</p> <p>Unit 2 : Self-Management Skills-III</p> <p>PA 1 Examination</p>	<p>Session 2: Macro environment factors</p> <p>Session 3: Microenvironment factors</p> <p>Session 1: Strength and Weakness Analysis</p> <p>Session 2: Grooming</p> <p>Session 3: Personal Hygiene</p> <p>Session 4: Team Work</p> <p>Session 5: Networking Skills</p> <p>Session 6: Self-motivation</p> <p>Session 7: Goal Setting</p> <p>Session 8: Time Management</p>	<p>Practical - Developing case studies of Growth of companies like Patanjali , Adani etc . Role of macro environmental factors in their growth. Listing of micro and macro environmental factors Affecting business. Role of political and regulatory environment</p> <p>Activity - Students will prepare their interest and abilities in a worksheet. Based on this, they will think of a career they can have.</p>
August	<p>Part B: Subject Specific Skills</p> <p>Unit 3: Marketing Segmentation, Targeting & Positioning</p> <p>Part A:</p> <p>Employability Skills</p> <p>Unit 3 : ICT Skills-III</p>	<p>Session 1: Meaning and importance of segmentation</p> <p>Session 2: Bases and Types of market segmentation</p> <p>Session 1: Introduction to ICT</p> <p>Session 2: Basic Interface of LibreOffice Writer</p> <p>Session 3: Saving, Closing, Opening and Printing Document</p>	<p>Project - Case study of NANO car by TATA and case study of Positioning of Wagon R by MARUTI in SUV market</p> <p>Activity: Students will practice ICT concepts on the worksheets.</p>

	Practical File	<p>Session 4: Formatting Text in a Word Document</p> <p>Session 5: Checking Spelling and Grammar</p> <p>Session 6: Inserting Lists, Tables, Pictures, and Shapes</p> <p>Session 7: Header, Footer and Page Number</p> <p>Session 8: Tracking Changes in LibreOffice Writer</p>	
September	<p>Part B: Subject Specific Skills</p> <p>Unit 3: Marketing Segmentation, Targeting & Positioning (To be cont...)</p> <p>Mid Term Examination</p>	<p>Session 3: Meaning and need for targeting, Types of targeting</p> <p>Session 4: Meaning and need for positioning</p>	<p>Activity - Create Your Own Brand to learn how segmentation and targeting works.</p>
October	<p>Part B: Subject Specific Skills</p> <p>Unit 4: Fundamentals of Marketing</p>	<p>Session 1: Meaning and importance of Marketing mix</p> <p>Session 2: Marketing mix components-Service sector and consumer goods</p>	<p>Practical/Project - Develop marketing mix for different products. Visit different organisations and find the stages involved in developing marketing mix. Prepare a list of 5 products in each category on the basis of usage, durability and tangibility. Preparing marketing mix of prominent consumer goods and service providers</p>
November	<p>Part A:</p> <p>Employability Skills</p> <p>Unit 4 : Entrepreneurial Skills-III</p> <p>Practical File</p>	<p>Session 1: Introduction to Entrepreneurship</p> <p>Session 2: Values of an Entrepreneur</p> <p>Session 3: Attitude of an Entrepreneur</p> <p>Session 4: Thinking Like an Entrepreneur</p> <p>Session 5: Coming Up with a Business Idea</p> <p>Session 6: Understanding the Market</p> <p>Session 7: Business Planning</p>	<p>Activity – In groups, students will research and present on the leasing startup, discuss their business model and entrepreneurs.</p>

December	Part B: Subject Specific Skills Unit 5: Consumer Behaviour PA 2 Examination	Session 1: Meaning and importance of Consumer behaviour Session 2: Factors affecting consumer buying behaviour Session 3: Roles of Buying behaviour Session 4: Stages of Buying behaviour	Practical - Undertaking role play of different buyers in the buying process by students. Collecting information about various factors influencing consumer behaviour in a shopping mall. Activity - “Know Your Customer” Survey
January	Part A: Employability Skills Unit 5 : Green Skills - III Practical File	Session 1: Sectors of Green Economy Session 2: Policies for a Green Economy Session 3: Stakeholders in Green Economy Session 4: Government and Private Agencies	Activity – In groups, students will select any one sector of the green economy, its importance and career opportunities provided by each of these sectors.
February	Revision Practical Examination Annual Examination		
March	Result		
ASSESSMENT SYLLABUS			
PERIODIC ASSESSMENT -1	Part B: Subject Specific Skills Unit 1: Introduction to Marketing Part A: Employability Skills Unit 1: Communication Skill - III		-
MID TERM EXAM	Part B: Subject Specific Skills Unit 1: Introduction to Marketing Unit 2: Marketing Environment Unit 3: Marketing Segmentation, Targeting & Positioning (Session 1 and Session 2) Part A: Employability Skills Unit 1: Communication Skill - III Unit 2 : Self-Management		Practical – 40 Marks Viva Voce Role Play Presentation

	Skills-III Unit 3 : ICT Skills-III	
PERIODIC ASSESSMENT -2	Part B: Subject Specific Skills Unit 3: Marketing Segmentation, Targeting & Positioning (Session 3 and Session 4) Unit 4: Fundamentals of Marketing Part A: Employability Skills Unit 4 : Entrepreneurial Skills-III	-
ANNUAL EXAMINATION	Part B: Subject Specific Skills Unit 1: Introduction to Marketing Unit 2: Marketing Environment Unit 3: Marketing Segmentation, Targeting & Positioning Unit 4: Fundamentals of Marketing Unit 5: Consumer Behaviour Part A: Employability Skills Unit 1: Communication Skill - III Unit 2 : Self-Management Skills-III Unit 3 : ICT Skills-III Unit 4 : Entrepreneurial Skills-III Unit 5 : Green Skills - III	Practical – 40 Marks Viva Voce Role Play Presentation