CBSE | DEPARTMENT OF SKILL EDUCATION CURRICULUM FOR SESSION 2025-2026

MARKETING (SUBJECT CODE-812)
JOB ROLE: MARKETING EXECUTIVE

CLASS–XI

COURSE OVERVIEW:

This is the basic course in Marketing where students will get the exposure of Marketing. The subject gives them a vast and wide insight of the traditional and contemporary aspects in Marketing. The input of basic fundamentals, coupled with the practical knowledge will be given to the students to help them in understanding of contemporary marketing tactics and strategies.

OBJECTIVES OF THE COURSE:

Followings are the main objectives of this course.

- To understand the classical marketing perspectives and contrasts these with newer views from relational and service-based schools of marketing
- To understand the dynamics of various environmental factors on marketing so that students can think about a feasible marketing plan (process)
- To understand the utility of STP of marketing (i.e. segmentation, targeting, positioning)
- To have an elementary knowledge of marketing mix, consumer behavior, and other preliminary concepts and roles of marketing in society
- Familiarize the students regarding various dimensions of retail management and career opportunities available in these fields.

SALIENT FEATURES:

- To views from relational and service-based schools of marketing
- To understand the dynamics of various environmental factors on marketing so that students can think about a feasible marketing plan (process)
- To understand the utility of STP of marketing (i.e. segmentation, targeting, positioning)
- To have an elementary knowledge of marketing mix, consumer behavior, and other preliminary concepts and roles of marketing in society.
- This course will empower the students to gain insights into what marketing practitioners actually do and the decisions they have to make in day to day marketing. This course is an effort to teach marketing in more creative and visual way with the coverage of advances in new technology and the social web and how to take advantage of these in marketing context. This course will also recognize the need to go further than the traditional 4P's approach and reflect on newer perspective, covering both the classical and modern theories of marketing.

LIST OF EQUIPMENT AND MATERIALS:

The list given below is suggestive and an exhaustive list should be prepared by the skill teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

Material Required for:

1. Chart paper and Sketch pens

Teaching/Training Aids:

1. Computer
2. LCD Projector

CAREER OPPORTUNITIES:

This basic course of marketing will teach the students to learn how to analyses consumer demand and promote products to consumers. This course will allow students to work in many different areas of sales and marketing. While all teach marketing concept, this course is tailored for particular objective in order to most effectively prepare the students for their marketing career, which can range from marketing executive to other upper ladder in marketing domain

VERTICAL MOBILITY:

This course will assist the participating students to further update their career by vertically moving either to B.Com BBA, BBA (marketing) and Diploma in sales and marketing and other marketing oriented applied undergraduate courses of different university or they may also move to their corporate career by starting at M-1 level of corporate ladder in role of marketing executives to different sector. After completing these marketing courses after 12^{th}. students can land into a wide range of job opportunities in high and reputed profile such as marketing manager , brand manager, marketing research analyst etc.

CURRICULUM:

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI opting for Skills subject along with other subjects.

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CURRICULUM FOR CLASS–XI (SESSION 2025-26)

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

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	**Employability Skills**		
	Unit 1 : Communication Skills-III	13	2
	Unit 2 : Self-Management Skills-III	07	2
	Unit 3 : ICT Skills-III	13	2
	Unit 4 : Entrepreneurial Skills-III	10	2
	Unit 5 : Green Skills-III	07	2
	Total	**50**	**10**
Part B	**Subject Specific Skills**		
	Unit 1: Introduction to Marketing	25	10
	Unit 2: Marketing Environment	25	10
	Unit 3: Marketing Segmentation, Targeting & Positioning	40	10
	Unit 4: Fundamentals of Marketing Mix	25	10
	Unit 5: Consumer Behaviour	35	10
	Total	**150**	**50**
Part C	**Practical Work**		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of skill competency via Lab Activities	60	10
	Total		**40**
	GRAND TOTAL	**260**	**100**

NOTE: The detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

PART B SUBJECT SPECIFIC SKILL-CLASS 11

UNIT	SESSION/ TOPIC	ACTIVITY/ PRACTICAL
1. Introduction to marketing	Concept of marketing, Meaning /definition, Marketing philosophies Selling Vs Marketing, Objectives, scope and importance	Visit in group to different marketing organisations in nearby localities and making a report to find marketing activities performed by the wholesaler, producers retailers and distributors etc.
2. Marketing Environment	Meaning, importance of marketing environment. Internal and external environment determinants .Meaning of ETOP and environmental scanning. Micro and macro environment and its impact on business	Developing case studies of Growth of companies like Patanjali, Adani etc. Role of macro environmental factor in their growth. Listing of micro and macro environmental factor Affecting business. Role of political and regulatory environment
3. Segmentation targeting and positioning	Meaning of segmentation , Basis of segmentation and its importance. Understanding targeting, types of targeting. Positioning : meaning and basis of positioning	Case study of NANO car by TATA and case study of Positioning of Wagon R by MARUTI in SUV market

4. Fundamentals of Marketing Mix	Introduction of marketing mix characteristics of marketing mix. Identify different marketing mix of Product / service Marketing mix for consumer goods and services. 4 P'S to 4 C's	Develop marketing mix for different products. Visit different organisation and find the stages involved in developing marketing mix. Prepare list of 5 products in each categories on the basis of usage, durability and tangibility. Preparing

		marketing mix of prominent consumer goods and service providers
5 Consumer behaviour	Meaning of consumer behaviour. Importance of consumer behaviour. Factors influencing consumer behaviour. Stages of consumer behaviour	Undertaking role play of different buyeys in buying process by students. Collecting information about various factors influencing consumer behaviour in a shopping mall

PRACTICAL GUIDELINES FOR CLASS - XI

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum (Under NSQF).** Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

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

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Project -10 marks

Projects for the final practical is given below .Student may be assigned

Viva based on Project – 10 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -10 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in retailing.

Suggested list of Practical –

1. Prepare a practical file by collecting print advertisements and analysing the message conveyed in marketing of goods, services people, ideas, experience, events, places, properties, organisations and information. Suggest an alternative mode of communication to the firm and create an advertisement for the same.
2. Visit in a group to different marketing organisations in your locality (distributors, wholesalers, retailers). Make a detailed project report to find the marketing activities of each of them respectively. Also identify different activities followed in selling and marketing.
3. Prepare a project report on macro environmental scanning of a firm or an industry of your choice.
4. Identify a firm of your choice and prepare a detailed file on its micro environment.

5. Prepare a project report by visiting your nearby market and find how many SHREE ANNA/Millets) brands are available? Which brand is targeting which segment of the market and why? Also discuss targeting and positioning strategy of the brand. Suggest alternative strategies and justify.
6. Prepare a detailed report of the marketing mix of a prominent consumer good and a service provider, for its multiple brands. Or marketing mix of solar panels/chargers to sustain environment. Suggest alternative sources of energyand new products which protect and promote sustainability of environment.
7. Interview your friends, parents, relatives for a recent purchase made by them of environmental friendly products. Prepare a detailed project report on the same
8. In today's context, take example of at least 10 industries working in different sectors for their ETOP profit.

    - How the price crude oil and politics play a role in the establishment and survival of own industry.

Selling Vs. Marketing:

- Why is selling a part of marketing?
- Suggest with suitable example of different companies with their brands.
- How is the marketing concept applied in those different companies.
- Compare the concept of selling with marketing.

Concept/ Philosophies of Marketing

- Collection of name of different companies with their product.
- Classify their products and identify the marketing concept/ Philosophy used by the company to be in the market.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

a) Introduction,

b) Identification of core and advance issues,

c) Learning and understanding and

d) Observation during the project period.