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

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

CLASS - XII

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 XII opting for Skills subject along with other subjects.

MARKETING (SUBJECT CODE- 812)
CURRICULUM FOR CLASS–XII (SESSION 2025-26)
Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A	**Employability Skills**		
	Unit 1 : Communication Skills-IV	13	2
	Unit 2 : Self-Management Skills-IV	07	2
	Unit 3 : ICT Skills-IV	13	2
	Unit 4 : Entrepreneurial Skills-IV	10	2
	Unit 5 : Green Skills-IV	07	2
	Total	**50**	**10**
Part B	**Subject Specific Skills**		
	Unit 1: Product	30	10
	Unit 2: Price Decision	30	10
	Unit 3: Place Decision: Channels of Distribution	30	10
	Unit 4: Promotion	30	10
	Unit 5: Emerging Trends in Marketing	30	10
	Total	**150**	**50**
Part C	**Practical Work**		
	Project	60	10
	Viva		10
	Practical File		10
	Demonstration of skill competency via Lab Activities		10
	Total	**60**	**40**
	GRAND TOTAL	**260**	**100**

DETAILED CURRICULUM/TOPICS:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-IV	13
2.	Unit 2: Self-management Skills-IV	07
3.	Unit 3: Information and Communication Technology Skills-IV	13
4.	Unit 4: Entrepreneurial Skills-IV	10
5.	Unit 5: Green Skills-IV	07
	TOTAL DURATION	**50**

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

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Product	30
2.	Unit 2: Price Decision	30
3.	Unit 3: Place Decision: Channels of Distribution	30
4.	Unit 4: Promotion	30
5.	Unit 5: Emerging Trends in Marketing	30
	TOTAL DURATION	**150**

UNIT	SESSION/ TOPIC	ACTIVITY/PRACTICAL
1. PRODUCT	**PRODUCT LIFE CYCLE** **PACKAGING**	**1.** While developing a product in practical students will understand the different stages of **PLC.** 2. Prepare a list of products (own an existing product) to compare and observe how they have moved through different stages of PLC. 3. To develop a package of any FMCG to understand the importance and levels of packaging
2. PRICE	**OBJECTIVES OF PRICING** **DIFFERENTIAL PRICING** **SKIMMING PRICING**	An activity to understand the objectives of pricing. Taking today's example 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 is available for more than 100rs? However market is flooded with masks @ of 10rs each
3. PLACE	**FUNCTIONS PERFORMED BY CHANNELS OF DISTRIBUTION**	Students will be divided in group/(s) 1st group performing transactional functions other logistical functions and other providing facilitating functions

4. PROMOTION	**ADVANTAGES AND LIMITATIONS OF YELLOW PAGES, MOBILES AND TELEPHONES AND CINEMA ADVERTISING** **(TOPIC)- Modes of Advertisement**	A comparative table to be made by the students to analyse why they dislike tele-marketing as a consumer on one hand and on the other hand if they are the sellers what advantages will be reaped by them? **Activity –** • Brochures- Brochures can contain a great deal of information. • Direct mail – Customized eMail sent directly to suit their nature and needs. • E-mail messages -- E- mail vs. voice mail.) • Magazines – Magazine ads Newsletters -- This can be powerful means to conveying the nature of your organization and its services.

		• Radio announcements-- A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radioTelemarketing -- The use of telemarketing is on the rise. (See Telemarketing.) • Television ads -- Many people don't even consider television ads because of the impression that the ads are very expensive. • Web pages -- You probably would not have seen this means of advertising on a list of advertising methods.) • Yellow Pages --The Yellow Pages can be very effective advertising
5. EMERGING TRENDS IN MARKETING	Understanding service marketing . Types of services , service qualities Online marketing , social media marketing , their meaning , advantages and disadvantages . Identifying various social media platforms used for social media marketing	A PPT will be made by students showing online and social media marketing meaning, advantages and disadvantages when they are going to spread an awareness of their own developed product in their market.

PRACTICAL GUIDELINES FOR CLASS - XII

Assessment of performance:

Two examiners, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum (Under NSQF) of which one Examiner Is EXTERNAL appointed by CBSE and the other Examiner should be from the home school.** Question for the viva examinations should be conducted by internal as well as external examiner. 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.

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. Create a detailed practical file highlighting the movement of few (8-10) products through different stages of product life cycle. Diagrammatic representation and creative inputs are welcome. Encourage the students to take products from Aviation industries, semi conductors Arms and ammunitions for self-reliant india, railway coaches, and IT sectors
2. Collect various 20 to 25 packages for fast moving consumer goods. Create a practical file demonstrating environmental friendly packaging and labeling strategies adopted by various firms keeping in mind sustainable development goals
3. Create a project report on pricing policy adoption by different manufacturing and service firms. Collect various (20-25) packages for fast moving consumer goods. Create a practical

4. Create a project by visiting different marketing organisations in your locality (retailers, wholesalers, distributor etc.). Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries.
5. Create a project on promotion mix practices followed by Indian firms.
6. Prepare a project report on emerging trends on marketing including social media platforms , use of web pages and websites
7. Develop your own product.

TANGIBLE	**INTANGIBLE**
Good	
Name of your product	
Develop Brand for your product	
Logo for us your product	
Describe its components	
Core product	
Associated feature	
Label for your product	
Packaging for your product	
With front Labeling	
With side Labeling	
With back Labeling	
Levels of Packaging	
Modes of Transportation	
Classify it Consumer + Industries Features Features	
Unique Characteristic, if any	
In which Stage your product is? Why	
Marketing Strategy adopted during this stage and why?	
Importance of Labeling in the current content	

8. Why is price the most crucial element of marketing mix?

9. Determination of price of any product. (Good or Service); Own OR already existing in the market

10. Following Consideration:-
    a. Objectives of pricing.
    b. Internal & external factors.
    c. Analysis of market situations.
    d. Methods of pricing. (Supporting a numerical example.)
11. A ppt can be made on:
    - Describing direct and indirect channels of distribution.
    - Understanding the role of distribution channel intermediaries
    - Understanding the functions of intermediaries.
12. Which channel is suitable for consumer durable/ non-durable/ FMCG/ Industrial Goods & Why?
13. Decision of promotion with the elements of promotional mix.
14. Factors in the selection of promotional mix.
15. Comparative analysis of various modes of promotion.
16. Emerging trends in marketing.
17. Analysis on the criteria on service quality assessment.
18. Develop your own web page for adult digital marketing.
19. Facebook, twitter (Social Media Marketing).
20. Comparative analysis on the above.

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.