

**MARKETING & SALES (CODE 412)**  
**JOB ROLE: MARKETING ASSISTANT**  
**CLASS IX- X (SESSION 2019-2020)**

**1. 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.

**2. OBJECTIVES OF THE 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 as 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.

**3. SALIENT FEATURES OF THE COURSE**

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 taught 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.

#### 4. Curriculum

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class IX and X opting for Skill subject along with general education subjects.

<b>Theory</b>	<b>50 marks</b>
<b>Practical</b>	<b>50 marks</b>
<b>Total Marks</b>	<b>100 marks</b>

The unit-wise distribution of periods and marks for Class IX is as follows:

	<b>Units</b>	<b>No. of Theory and Practical</b> <b>220</b>	<b>Max. Marks</b>
	<b>Theory</b>		
<b>Part A</b>	<b>Employability Skills</b>		
	Unit 1: Communication Skills -I	13	10
	Unit 2: Self-management Skills -I	07	
	Unit 3: Information and Communication Technology Skills - I	13	
	Unit 4: Entrepreneurial Skills - I	10	
	Unit 5: Green Skills - I	07	
	<b>Total</b>	<b>50</b>	<b>10</b>
<b>Part B</b>	<b>Vocational Skills</b>		
	Unit 1: Introduction to Marketing and Sales	20	05
	Unit 2: Concept of Market	20	05
	Unit 3: Basic concept of Sales and selling	20	10
	Unit 4: Understanding customer & consumer	30	10
	Unit 5: Activities in Sales and Marketing	30	10
	<b>Total</b>	<b>120</b>	<b>40</b>
<b>Part C</b>	<b>Practical</b>		
	<b>Project</b>	50	10
	<b>Viva based on Project</b>		10
	<b>Practical File/ Report / portfolio Power Point presentation</b>		10
	<b>Demonstration of skill competency via Lab Activities</b>		20
	<b>Total</b>	<b>50</b>	<b>50</b>
	<b>Grand Total</b>	<b>220</b>	<b>100</b>

The unit-wise distribution of periods and marks for Class X is as follows:

	Units	No. of Theory and Practical 220	Max. Marks
<b>Part A</b>	<b>Employability Skills</b>		
	Unit 1: Communication Skills -II	13	<b>10</b>
	Unit 2: Self-management Skills -II	07	
	Unit 3: Information and Communication Technology Skills – II	13	
	Unit 4: Entrepreneurial Skills - II	10	
	Unit 5: Green Skills – II	07	
	Total	50	
<b>Part B</b>	<b>Vocational Skills</b>		
	Unit 1: Sales with other functions- Introduction to Marketing Mix	20	05
	Unit 2: Market (Segmentation, Targeting and Positioning)	30	05
	Unit 3: Basic concept of Sales and selling	30	10
	Unit 4: Careers in selling	20	10
	Unit 5: Skills in selling	20	10
	Total	120	40
<b>Part C</b>	<b>Practical</b>		
	Project	50	10
	Viva based on Project		10
	Practical File/ Report / portfolio Power Point presentation		10
	Demonstration of skill competency via Lab Activities		20
	Total		50
	<b>Grand Total</b>	<b>220</b>	<b>100</b>

## **5. LIST OF EQUIPMENT AND MATERIALS**

The list given below is suggestive and an exhaustive list should be prepared by the vocational 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.

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Chart paper and Sketch pens

## **6. PRACTICAL GUIDELINES**

### **A. Practical Guidelines of Class IX**

#### **1. MINIMUM PASS MARKS**

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

#### **2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum OF School Certificate Examination:**

Marks allotted for laboratory Record, Viva Voice etc., should separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

#### **3. Assessment of performance.**

- Two examiner will be assigned for the conduct and assessment of practical Examination by the school. Question to be more of general nature, based on project work and as per the curriculum
- In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical i.e. provided to the Examiners/Schools at the time of Examination
- Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- If irregularities are perceived by the examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- Award lists should be signed by the examiner and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.

#### **4. Procedure for Assessment of practical project work in (Total 40 marks)**

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

- Skill demonstration-(practical in class) 10
- Viva: 10
- Project work/presentation: 20

## CLASSROOM ACTIVITIES

### Activity 1 :

Students in a group of 4-5 should identify category of products where sales approach can have better advantages over marketing and then present the same in class. This activity shall need two sessions. In one session briefing and discussion can be done and in other session presentations from selected groups can be made.

### Activity 2 :

Students in a group of 4-5 should identify and sell any high worth merchandise (mobile, laptop, car, jewelry) in class, in the process they should present various stages through which consumer navigates during purchase decision.

**Demonstration skill :** Students in group of 4 should debate about do's don'ts of selling, in class.

**Project work :** Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the Curriculum. Individual/ Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide the feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.

**Viva:** The teacher conducting the final practical examination may ask verbal questions related to the curriculum. **Viva voce** allows student to demonstrate communication skills and content knowledge. Audio or Video recording can be done at the time of viva voce. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits.

## **B. Practical Guidelines of Class X**

### **1. MINIMUM PASS MARKS**

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

### **2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum of School Certificate Examination:**

Marks allotted for laboratory Record, Viva Voice etc., should separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

### **3. Assessment of performance.**

- The two examiner will be assigned for the conduct and assessment of Practical Examination by the school. Question to be more of general nature, based on project work and as per the curriculum.
- In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical i.e. provided to the Examiners/Schools at the time of Examination.
- Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- If irregularities are perceived by either examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- Award lists should be signed by the examiner and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.

### **4. Procedure for Assessment of practical project work in (Total 50 marks)**

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

- Skill demonstration – (practical in class) 10
- Viva: 10
- Project work/ Power point presentation: 20

## **CLASSROOM ACTIVITIES**

### **Activity 1:**

Students in a group of 4-5 should pick any product from durable sector, collect information about its marketing mix and present it in the form of chart.

**Activity 2:**

Students in a group of 4-5 should select any one product/service and list probable questions which a consumer can ask during buying. Information gained shall be presented in the form of collage.

**Skill demonstration:** Students in a group of 4-5 should enact role play activity which can emphasize listening and communication skills as essential selling skills.

**Project work:** Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the curriculum.

Individual / Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.

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## **5. Career Opportunities**

This basic course of marketing will teach the students to learn how to analyse 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.

## **6. Vertical Mobility for BBA / B.Com in Universities**

This course will assist the participating students to further update their career by vertically moving either to BBA or B.Com 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.