

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2020-2021

MARKETING (SUBJECT CODE – 812)

JOB ROLE: MARKETING EXECUTIVE

CLASS – XI & 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 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
- 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 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.

- 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.

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 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

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 Skills subject along with other subjects.

CLASS – XI (SESSION 2020-2021)

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

MARKETING (SUBJECT CODE 812) Class XI (Session 2020-21)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-III	13	10
	Unit 2 : Self-Management Skills-III	07	
	Unit 3 : ICT Skills-III	13	
	Unit 4 : Entrepreneurial Skills-III	10	
	Unit 5 : Green Skills-III	07	
	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 Behavior	35	10
	Total	150	50
Part C	Practical Work		
	Project		10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities	60	10
	Total		40
	GRAND TOTAL	260	100

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

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 -05 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 -15 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 atta (or pen) 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.
7. Interview your friends, parents, relatives for a recent purchase made by them. 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.

CLASS – XII (SESSION 2020-2021)

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

MARKETING (SUBJECT CODE 812) Class XII (Session 2020-21)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV	13	10
	Unit 2 : Self-Management Skills-IV	07	
	Unit 3 : ICT Skills-IV	13	
	Unit 4 : Entrepreneurial Skills-IV	10	
	Unit 5 : Green Skills-IV	07	
	Total	50	
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	40
Part C	Practical Work		
	Project		10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities	60	10
	Total	60	40
	GRAND TOTAL	260	100

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

PRACTICAL GUIDELINES FOR CLASS XII

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 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.

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 -05 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 -15 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.
2. Collect various (20-25) packages for fast moving consumer goods. Create a practical file demonstrating packaging and labeling strategies adopted by various firms.
3. Create a project report on pricing policy adoption by different manufacturing and service firms.
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
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.