

CBSE DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2021-2022

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.

MARKETING (SUBJECT CODE - 812)**CLASS – XI (SESSION 2021-2022)****Total Marks: 100 (Theory-60 + Practical-40)**

	TERM	UNITS	NO. OF HOURS for Theory and Practical 260	MAX. MARKS for Theory and Practical 100
Part A	Employability Skills			
	TERM I	Unit 1 : Communication Skills-III	13	5
		Unit 2 : Self-Management Skills-III	07	
		Unit 3 : ICT Skills-III	13	
	TERM II	Unit 4 : Entrepreneurial Skills-III	10	5
		Unit 5 : Green Skills-III	07	
		Total	50	10
Part B	Subject Specific Skills		Theory (In Hours)	Marks
	TERM I	Unit 1: Introduction to Marketing	25	25
		Unit 2: Marketing Environment	25	
		Unit 3: Marketing Segmentation, Targeting & Positioning • Segmentation meaning and Importance • Basis and types of Segmentation	40	
	TERM II	Unit 3: Marketing Segmentation, Targeting & Positioning • Targeting types and meaning • Positioning the battle of mind		25
		Unit 4: Fundamentals of Marketing Mix	25	
		Unit 5: Consumer Behavior	35	
			Total	150
Part C	Practical Work		Practical (In Hours)	
		Project	60	10
		Viva		05
		Practical File		15
		Demonstration of Skill competency via Lab Activities		10
			40	
		GRAND TOTAL	260	100

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

Part B: Vocational Skill

S.No	Unit	Session
1.	Introduction to Marketing	<ul style="list-style-type: none">• Meaning, Nature, Objectives, Scope & Importance of Marketing.• Difference between Marketing & Selling.• Marketing Philosophies.
2.	Marketing Environment	<ul style="list-style-type: none">• Meaning and Importance.• Macro Environment Factors.• Micro Environment Factors
3.	Marketing Segmentation, Targeting & Positioning	<ul style="list-style-type: none">• Meaning & Importance of Segmentation.• Bases of Market Segmentation.• Meaning and Need for Targeting.• Types of Targeting.• Meaning & Need for Positioning.• Positioning Strategies.
4.	Fundamentals of Marketing Mix	<ul style="list-style-type: none">• Meaning and Importance of Marketing Mix.• Marketing Mix Components — Service Sector & Consumer Goods
5.	Consumer Behaviour	<ul style="list-style-type: none">• Meaning and Importance of Consumer Behaviour.• Factors Affecting Consumer Buying Behaviour.• Roles of Buying Behaviour.• Stages of Buying Behaviour.

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Session

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.

MARKETING (SUBJECT CODE - 812)**CLASS – XII (SESSION 2021-2022)****Total Marks: 100 (Theory-60+Practical-40)**

	TERM	UNITS	NO. OF HOURS for Theory and Practical 260	MAX. MARKS for Theory and Practical 100	
Part A	Employability Skills				
	TERM I	Unit 1 : Communication Skills-IV	13	5	
		Unit 2 : Self-Management Skills-IV	07		
		Unit 3 : ICT Skills-IV	13		
	TERM II	Unit 4 : Entrepreneurial Skills-IV	10	5	
		Unit 5 : Green Skills-IV	07		
		Total	50	10	
Part B	Subject Specific Skills		Theory (In Hours)	Marks	
	TERM I	Unit 1: Product	30	25	
		Unit 2: Price Decision	30		
		Unit 3: Place Decision: Channels of Distribution • Meaning and importance of place • Participants in Channel of Distribution • Functions performed by Channel of Distribution • Types of Channels of Distribution	30		
	TERM II	Unit 3: Place Decision: Channels of Distribution • Functions of Intermediaries • Wholesaler and Retailer • Factors affecting choice of Channel of Distribution			25
		Unit 4: Promotion	30		
		Unit 5: Emerging Trends in Marketing	30		
		Total	150	50	
Part C	Practical Work		Practical (In Hours)		
		Project	60	10	
		Viva		05	
		Practical File		15	
	Demonstration of Skill competency via Lab Activities	10			
				40	
GRAND TOTAL			260	100	

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

Part B: Skill

S. No.	Unit	Sessions
1.	Product	<ul style="list-style-type: none">• Meaning & Importance of Product.• Classification of Product.• Product Life Cycle – Concept & Stages.• Role of Packaging & Labeling.
2.	Price Decision	<ul style="list-style-type: none">• Meaning and Importance of Price.• Factors Affecting Pricing.• Types of Pricing.
3.	Place Decision: Channels of Distribution	<ul style="list-style-type: none">• Meaning & Importance of Place.• Types of Distribution.• Factors affecting the choice of Channels of Distribution.• Functions of intermediaries.
4.	Promotion	<ul style="list-style-type: none">• Meaning & Need of Promotion.• Elements of Promotion Mix.• Factors affecting the selection of Promotion.
5.	Emerging Trends in Marketing	<ul style="list-style-type: none">• Service Marketing.• Online Marketing.• Social Media Marketing.

2022

PRACTICAL GUIDELINES FOR CLASS XII

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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.