

CBSE | DEPARTMENT OF SKILL EDUCATION CURRICULUM FOR SESSION 2024-2025

MARKETING AND SALES (SUBJECT CODE - 412)

JOB ROLE: MARKETING ASSISTANCE

CURRICULUM FOR CLASS – X

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:

Following 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

SALIENT FEATURES:

- 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.
- 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 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.

Material Required for Store Operations Assistant:

1. Chart paper
2. Sketch pens

Teaching/Training Aids:

3. Computer
4. LCD Projector
5. Projection Screen
6. White/Black Boards
7. Flip Charts
8. Video and audio recorders

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

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 X opting for Skills subject along with other subjects.

MARKETING AND SALES (412) Class - X (Session 2024-25) Total Marks: 100 (Theory-50 + Practical-50)			
	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A	Employability Skills		
	Unit 1 : Communication Skills-II	13	2
	Unit 2 : Self-Management Skills-II	07	2
	Unit 3 : ICT Skills-II	13	2
	Unit 4 : Entrepreneurial Skills-II	10	2
	Unit 5 : Green Skills-II	07	2
	Total	50	10
Part B	Subject Specific Skills		
	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
Part C	Practical Work		
	Project	50	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		20
	Total	50	50
	GRAND TOTAL	220	100

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

DETAILED CURRICULUM/TOPICS:

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

Part-A – SUBJECT SPECIFIC SKILLS (Class - X)

S. No.	Units	Duration in Hours
1	Unit 1: Sales with other functions- Introduction to Marketing Mix	20
2	Unit 2: Market Process	30
3	Unit 3: Sales process	30
4	Unit 4: Careers in selling	20
5	Unit 5: Skills in selling	20
TOTAL DURATION		120

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
Unit I: Sales with other functions- Introductio n to Marketing Mix	Session 1 : Marketing Mix Session 2: 4ps	Theory: <ul style="list-style-type: none">• Introduction to Marketing Mix• Types of Marketing Mix• Significance/ Importance of Marketing Mix• Product / Service• Place/Distribution• Price• Promotion Activity - Power point presentation on the four tools of Marketing Mix
UNIT: II Market Process	Session 1 : Market Segmentation	<ul style="list-style-type: none">• Introduction• Concept of Market Segmentation• Bases for segmenting consumer markets• Understanding Segmentation• How is the segmentation done• Requirements for Effective Segmentation Activity - <ul style="list-style-type: none">• Pick up a product of your choice and identify the segment for that product Make a PowerPoint presentation on market segmentation

	Session 2 : Market Targeting	<ul style="list-style-type: none"> Evaluating the segment Selecting the segment Strategies of Market Targeting Activity – <ul style="list-style-type: none"> Make a presentation on the concept of targeting the market Choose a product or service of your choice and identify which strategy of targeting would you choose for that product or service
	Session 3 : Positioning the Product	<ul style="list-style-type: none"> Positioning Strategies/Bases Activity – <ul style="list-style-type: none"> Make a presentation on the importance of positioning the product in the market Give a list of products to the students and ask them to position them on particular attributes and then present in class as to why they chose a particular attribute of positioning of a particular product
Unit-III: Sales Process	Session 1 : Prospecting	<ul style="list-style-type: none"> Introduction What is prospect Characteristics of a good prospect Qualifying (or selecting) the prospects Activity <ul style="list-style-type: none"> Prepare a presentation on Process of selling and present it in the class. Role-playing in the class, wherein, some students act as prospective customers and some are asked to do Prospecting
	Session 2 - Planning the Approach (Pre-Approach)	<ul style="list-style-type: none"> Planning the presentation (Pre- Approach) Approach Demonstration Activity <ul style="list-style-type: none"> Role-playing in the class, wherein, some students act as prospective customers and some are asked to do Prospecting
	Session 3 - Objections and Handling Objections:	<ul style="list-style-type: none"> Types of objections Activity <ul style="list-style-type: none"> Visit to a mall and let the students have a word with the salesperson and first hand experience of handling objections Role-playing in the class, wherein, some students are asked to raise objections and some are asked to handle them
	Session 4 - Closing the Sale	<ul style="list-style-type: none"> Introduction Techniques of Closing Sales Activity <ul style="list-style-type: none"> Visit to a mall and let the students have a word with the salesperson and first-hand experience of "Closing a Sale" Role-playing in the class, wherein, a situation is given and the students are asked „Close a Sale"

Unit IV – Careers in Selling	Session 1 – Challenges in the selling career	<ul style="list-style-type: none"> Challenges : Pricing and Packaging Activity <ul style="list-style-type: none"> Discussion of problems with the help of situations and find out solutions from students' perspective
	Session 2 - Skills in Selling and their training	<ul style="list-style-type: none"> Skills in Selling and their training Activity – Role play enactment
	Session 3 – Roles of a sales person	<ul style="list-style-type: none"> Role of Sales person Responsibilities of Sales person Activity – <ul style="list-style-type: none"> Enlist obligations and commitments of salespersons
	Session 4 – Aftersales services	<ul style="list-style-type: none"> Aftersales services and techniques Why to provide After Sales Service?
Unit V – Skills in selling	Session 1 – Hard skill Soft skill	<ul style="list-style-type: none"> Meaning and type of skills Distinguish between Hard and soft skill perspective
	Session 2 - Communication Skills	<ul style="list-style-type: none"> need and objective Elements in the typical communication
	Session 3 – Negotiation skill	<ul style="list-style-type: none"> What is negotiation Effective negotiation skill
	Session 4 – Influencing skill	<ul style="list-style-type: none"> Meaning / How to work
	Session 5 – Emotional quotient	<ul style="list-style-type: none"> Meaning
	Session 6 – Personal Grooming/Ethical behavior	<ul style="list-style-type: none"> Meaning Business Ethics

PRACTICAL GUIDELINES FOR CLASS - X

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in 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. Students shall prepare a project on marketing mix (for multiple products) of an organisation.
2. Students shall prepare a file containing analysis of types and features of a product being produced by different companies. Data collected shall be justified with marketing fundamentals.
3. A project shall be prepared highlighting the characteristics of products during various stages of product life cycle.
4. A practical file shall be prepared by collecting various sales promotion tools(Coupons, point of sales/web coupons etc.) to increase short term sales and their effects on company's profit and sales volume.

5. Students may choose a few(8-10) products/ services and identify suitable targeting, segmentation and positioning basis for them. A detailed project shall be prepared on the same.
6. Prepare a project on the process of selling by interviewing a salesman in your locality.
7. Identify few firms which practice traditional marketing as well as web -marketing? Create a practical file for the same.
8. PPT on the 4 tools of Marketing mix?
9. Analysis the types and features of the product
 - ✓ Analysis the types and features of the product
 - ✓ Collect data of different companies who used-
10. Penetration pricing/skimming pricing during introducing stage, their profit, sales volume.
 - ✓ Collection of various sales promotion tools(Coupons, point of sales/web coupons etc.) to increase short term sales and their effects on company's profit and sales volume.
 - ✓ Choose a product/ service of your choice and identify which strategy of targeting would you choose for that product/service.
 - ✓ Take at least 25 different types of products & develop Basis of Segmentation suitable for them.

Product	Possible Basis of Segmentation	Strategy of target Marketing	Market served	Marketing Strategy Required

11. Prepare a PPT on process of selling.

- ✓ Interact with salesman (in a mall/ in your house)
- ✓ Technique of closing sales.
- ✓ Words used by them.

Sentences	Collection of

12. Classify those sentences on the basis of the different technique of closing sales.

- ✓ Comparative the types of products/paying capacity of buyers.
- ✓ After sales service.

Aqua	When
Refrigrator	Time Duration
A.C	Amount Spend.
Mobile	Company Relation with
Car	Customer
	Grievance Handling

13. How is traditional marketing different from web -marketing?

Demonstration of skill competency in Lab Activities -20 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.