

**CLASS XI**  
**MARKETING-812**  
**SPLIT-UP SYLLABUS 2025-2026**

EXAM	TOPIC/CHAPTER	Activity/Project	WEIGHTAGE
<b>PT-I</b>  APRIL  To  JUNE	<b>Subject Specific Skill</b>  Unit I: Introduction to Marketing	1. <b>Sample gathering Activity:</b> Collect any 5 advertisements from latest newspaper or magazines for scope of marketing as per your textbook	10
<b>HALF – YEARLY</b>  JULY  To  SEPTEMBER	Unit II: Marketing Environment Unit III: Marketing Segmentation, Targeting and Positioning Unit IV: Fundamentals of Marketing Mix	2. <b>Business Environment Case Study:</b> Case study on the micro and macro environmental factors of any business of your choice 3. <b>Simulation Activity:</b> Present a case study of any product in respect to Segmentation, Targeting and positioning. 4. <b>Marketing Mix Design Development Activity:</b> Develop a marketing mix for a product or service.	10 10 10
<b>PT-II</b>  OCTOBER  To  DECEMBER	Unit V: Consumer Behaviour <b>Employability Skills</b> Unit I: Communication Skills Unit II: Self-Management Skills	5. <b>Consumer Role Play activity:</b> The different roles played by a consumer in a market 6. <b>Family Heritage Presentation:</b> Make a presentation on family tree depicting three generations. Put images of your family and also mention your relationships 7. <b>Personal Development Activity:</b> List out positive affirmations that you can tell yourself to boost your confidence and self-motivate	10 2 2
<b>YEARLY</b>  JANUARY  To  MARCH	Unit III: ICT Skills Unit IV: Entrepreneurial Skills Unit V: Green Skills	8. <b>Digital Literacy – List Formatting Exercise:</b> Using Microsoft word types various names of your classmates, vegetables, and cities. Include both bulleted and numbered list. 9. <b>Entrepreneurship Research Project:</b> Conduct research on any two Indian entrepreneurs who are well known and even listed as richest entrepreneurs in the Forbes magazine. Present in the class.	2 2 2
	<b>TOTAL MARKS</b>		<b>60</b>