

CLASS XII
MARKETING-812
SPLIT-UP SYLLABUS 2025-2026

EXAM	TOPIC/CHAPTER	Activity/Project	WEIGHTAGE
PT-I			
APRIL	Subject Specific Skills	1. Case Study Analysis: Analyzing the product life cycle.	10
To	Unit I: Product	2. Comparative Analysis: Compare the Prices of five commodities today with the day it was launched.	10
JUNE	Unit II: Price Decision		
HALF – YEARLY			
JULY	Unit III: Place Decision	3. Supply Chain Analysis Activity: Take five products of your choice and find out what types of channels were involved before it reaches your hand.	10
To	Unit IV: Promotion	4. Marketing Simulation Activity Create magazine advertisement and newsletter for iPhone 17 in accordance with the latest CBSE syllabus.	10
SEPTEMBER			
PT-II			
OCTOBER	Unit V: Emerging Trends in Market		10
To	Employability Skills	5. Debate Topic: Advantage of social media marketing	2
DECEMBER	Unit I: Communication Skills		2
	Unit II: Self-management skills		
YEARLY			
JANUARY	Unit III: ICT Skills	6. Biographical Research and Presentation: Conduct research on any two Indian entrepreneur who are well known and even have been enlisted as richest entrepreneur in the Forbes magazine. Present their success story in your class	2
To	Unit IV: Entrepreneurial Skills		2
MARCH	Unit V: Green Skills		2
	TOTAL MARKS		60