

**MARKETING (CODE NO. 812)**  
**CLASS XI (SESSION 2019-2020)**

MARKETING (CODE NO. 812) Class XI (Session 2019-2020)	
Theory (Part A & B)	60 marks
Practical (Part C)	40 marks
<b>Total Marks</b>	<b>100 marks</b>

**Theory**

❖ **PART A: EMPLOYABILITY SKILLS**

- Unit 1: Communication Skills
- Unit 2: Self-Management Skills
- Unit 3: Basic ICT Skills
- Unit 4: Entrepreneurial Skills
- Unit 5: Green Skills

❖ **PART B:**

- Unit 1: Introduction to Marketing
- Unit 2: Marketing Environment
- Unit 3: Marketing Segmentation, Targeting & Positioning
- Unit 4: Fundamentals of Marketing Mix
- Unit 5: Consumer Behavior

**Practical**

❖ **PART C:**

- Project
- Viva based on Project
- Practical File / Report / Portfolio Power Point presentation
- Demonstration of Skill competency via Lab Activities