

MARKETING CLASS: VI-VIII

LEARNING OUTCOME

- The students will be able to define and understand basic concepts of market, marketing and types of markets
- The students will be able to comprehend the factors which influence customers choice
- They will also be able to analyze the need of exchange and competition in market
- The students will be able to evaluate the customers – needs, wants, desires, choice
- The students will be able to compare and contrast the ethical marketing practices in recent times
- The students will be able to demonstrate 21st century skills

CURRICULUM

Marketing For Class - VI

<u>S.NO</u>	<u>TOPIC</u>	<u>SUB TOPIC</u>	<u>LEARNING OBJECTIVES</u>	<u>DURATION (Hours)</u>
1	Basics of market	<ul style="list-style-type: none">• Introduction to the fundamental concepts of Market<ul style="list-style-type: none">- Meaning of Customer and consumer- Meaning of Buyer and Seller- Meaning of Supplier, Vendor and Manufacturer- Meaning of Cost Price and Selling price- Meaning of Retailer and Wholesaler	<ul style="list-style-type: none">• To be able to understand the meaning and basic concepts of market and related terms	3
2	Classification of Markets	<ul style="list-style-type: none">• On the basis of Geographical area Local market, Regional Market, National Market, International Market• On the basis of volume of business Wholesale Market, Retail Market• On the basis of consumption Consumer market, Industrial Market	<ul style="list-style-type: none">• To be able to identify types of markets• To enable students to comprehend and compare the types of market	2

3	Market Functions & Importance	<ul style="list-style-type: none"> ● Features of Market ● Importance of Market ● Functions of Market 	<ul style="list-style-type: none"> ● To list features of market ● Identify its importance in everyday life ● To classify the functions of market 	3
4	Fundamentals of Marketing	<ul style="list-style-type: none"> ● Meaning of Marketing ● Features of Marketing 	<ul style="list-style-type: none"> ● To understand basic concept of Marketing and its features. 	2
5	Project Work	<ul style="list-style-type: none"> ● Group Project <ul style="list-style-type: none"> ○ Role play as buyer and seller ● Individual Project <ul style="list-style-type: none"> ○ Prepare PPT enumerating types of market ○ Create a poster with slogan highlighting the importance of market 	<ul style="list-style-type: none"> ● To represent the knowledge acquired in the form of Role play ● Integrate innovation and creativity while making a PPT and poster 	2

CURRICULUM
Marketing
For Class – VII

<u>S.NO.</u>	<u>TOPIC</u>	<u>SUB TOPIC</u>	<u>LEARNING OBJECTIVES</u>	<u>DURATION</u>
1	Concept of Market	<ul style="list-style-type: none"> ● Meaning and features of basic concepts of market <ul style="list-style-type: none"> ○ Product Market ○ Service Market ○ Virtual Market 	<ul style="list-style-type: none"> ● To be able to recall the basic fundamentals of market ● To be able to differentiate and understand amongst Product, service and virtual market ● To be able to summarize the concept of market 	2
2	Concept of Marketing	<ul style="list-style-type: none"> ● Core concept of Marketing <ul style="list-style-type: none"> ● Production Concept ● Product Concept, ● Selling Concept, ● Marketing Concept ● Holistic Concept ● Importance of Marketing ● Need of Competition ● Need of Exchange 	<ul style="list-style-type: none"> ● To be able to understand the core concept of marketing ● To be able to determine the importance of marketing in today's era ● To be able to describe the need of competition , exchange and innovation in marketing 	3

3	Selling Concept	<ul style="list-style-type: none"> ● Meaning of Sales ● Importance of selling ● Difference between marketing & selling 	<ul style="list-style-type: none"> ● To be able to understand concept of sales ● To list the importance of selling ● To be able to analyze difference between marketing and selling 	3
4	Happy customer	<ul style="list-style-type: none"> ● Meaning of customer ● Understanding the Needs, Wants, desire, choice of customers 	<ul style="list-style-type: none"> ● To be able to understand the meaning of a happy customer ● To be able to classify , identify and fulfill the needs, wants and choice of customers 	2
5	Project Work	<ul style="list-style-type: none"> ● Individual project <ul style="list-style-type: none"> ○ Prepare a Project file[8-10 pages] on any one company which is using the virtual platform for marketing ● Group project <ul style="list-style-type: none"> ○ Prepare a collage which interprets the importance of a happy customer ● Field visit 	<ul style="list-style-type: none"> ● To represent the knowledge acquired theoretically in the form of art integrated activities ● To synthesize innovation ,creativity and research through project file and field visit 	2

CURRICULUM

Marketing

For Class – VIII

<u>S.NO.</u>	<u>TOPIC</u>	<u>SUB TOPIC</u>	<u>LEARNING OBJECTIVES</u>	<u>DURATION</u>
1	Marketing Mix	<ul style="list-style-type: none">● Meaning and concept of<ul style="list-style-type: none">- Product- Price- Promotion- Place	<ul style="list-style-type: none">● To understand the meaning of 4P's of marketing ● To enumerate the role of each concept in marketing	3
2	Customer Relationship	<ul style="list-style-type: none">● Meaning of Customer Relationship● Importance of Customer Relationship	<ul style="list-style-type: none">● To understand the concept of Customer Relationship ● To be able to interpret the importance of customer relationship in modern times	2
3	Consumer Behavior	<ul style="list-style-type: none">● Meaning of consumer behavior● Factors affecting Consumer Behavior<ul style="list-style-type: none">○ Psychological○ Socio – Cultural○ Economical○ Government	<ul style="list-style-type: none">● To be able to understand the core concept of consumer behavior ● To be able to determine and comprehend various factors affecting consumer behavior	2
4	Ethical Behavior in Marketing	<ul style="list-style-type: none">● Meaning of Ethical Behavior● Components of Ethical Behavior<ul style="list-style-type: none">○ Honesty	<ul style="list-style-type: none">● To understand the meaning and concept of	3

		<ul style="list-style-type: none"> ○ Accuracy ○ Good Advertisement ○ Healthy v/s Unhealthy Products ○ Fair Competition 	<p>Ethical behavior in marketing</p> <ul style="list-style-type: none"> ● To list out and evaluate the components of ethical behavior 	
5	Project Work	<ul style="list-style-type: none"> ● Individual project <ul style="list-style-type: none"> ○ Prepare a project file[10-12 pages]on marketing mix of any one consumer goods of your choice ● Group project <ul style="list-style-type: none"> ○ Design a digital advertisement of a new product being launched by your group which will be useful for your school ● Field visit 	<ul style="list-style-type: none"> ● To represent the knowledge acquired theoretically in the form of experiential learning ● Usage of information technology to synthesize innovation and creativity 	2