

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2023-2024

MARKETING AND SALES (SUBJECT CODE-412)

JOB ROLE: MARKETING ASSISTANCE

CURRICULUM FOR CLASS-IX & 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 IX and X opting for Skills subject along with other subjects.

MARKETING AND SALES (412)
Class IX (Session 2023-24)
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-I	13	2
	Unit 2 : Self-Management Skills-I	07	2
	Unit 3 : ICT Skills-I	13	2
	Unit 4 : Entrepreneurial Skills-I	10	2
	Unit 5 : Green Skills-I	07	2
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1: Introduction to Marketing and Sales	20	05
	Unit 2: Concept of Market	20	05
	Unit 3: Basic concept of Sales and selling	20	10
	Unit 4: Understanding customer & consumer	30	10
	Unit 5: Activities in Sales and Marketing	30	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
GRAND TOTAL		220	100

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

MARKETING AND SALES (412)**Class X (Session 2023-24)****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:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-I	13
2.	Unit 2: Self-management Skills-I	07
3.	Unit 3: ICT Skills- I	13
4.	Unit 4: Entrepreneurial Skills-I	10
5.	Unit 5: Green Skills-I	07
	TOTAL DURATION	50

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

Part-B – SUBJECT SPECIFIC SKILLS (Class IX)

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
Unit1 Introduction of marketing & sales	<p>Session 1 : what is marketing</p> <p>Session 2: concept of utility</p>	<p>Theory:</p> <ul style="list-style-type: none"> ● Introduction to Marketing ● Product concept ● Selling concept ● Marketing Concept ● Social Marketing Concept ● Significance/ Importance of Marketing ● What is sales. ● Importance of sales and needs of sales organization <p>Activity - Power point presentation on the four concept of Marketing.</p>
Unit 2 Concept of market	<p>Session 1 : Concept of market</p> <p>Session 2: Competition</p> <p>Session 3 : Product market</p> <p>Session: 4 Service market</p>	<p>Theory:</p> <ul style="list-style-type: none"> ● Introduction to concept of market. ● Exchange concept. ● Online market ● Definition of competition and it's types ● Product market. ● Service market and it's nature and characteristics <p>Activity - Power point presentation direct and indirect competition.</p>
Unit 3 : Basic Concept Of sales and Selling	<p>Session 1. Concept of selling</p> <p>Session 2 : Types of selling</p>	<p>Theory:</p> <ul style="list-style-type: none"> ● Concept of selling ● Features of selling ● Scope of selling

	<p>Session 3 : Selling task Session 4 : Intermediaries / Channels of distributions</p>	<ul style="list-style-type: none"> • Types of selling • Types of selling task • Meaning and types of Intermediaries • Functions of Intermediates • Factors affecting choice of intermediaries. • Online intermediate models. <p>Activity: 1. Make a PowerPoint presentation of selling of product in market 2. Give a list of product to the student and them to identify different selling types used in selling the product 3. Choose a product or services of your choice and identify what kind of intermediaries are selling the product in the market.</p>
<p>Unit 4 : Understanding customer and consumer</p>	<p>Session 1 : Understanding consumer and customer</p> <p>Session 2 : Types of customer</p> <p>Session 3 : Buyers behavior Session 4 : Factors influencing buyers behavior</p>	<p>Theory:</p> <ul style="list-style-type: none"> • Introduction to Consumer and customer • Difference between business versus Individual buyer. • Difference between customer and consumer. • Meaning of buyers behavior • Types of needs • Importance of understanding Buyers behavior • Factor influencing buyers behavior <p>Activity : makeup PowerPoint presentation on difference between consumer and customer and types of customer.</p>
<p>Unit 5 Activities in sales and marketing</p>	<p>Session 1 : Sales task</p> <p>Session 2: Money collection and sales reporting Session 3 : Role of marketing, Professional</p> <p>Session: 4 Role of salesman</p>	<p>Theory:</p> <ul style="list-style-type: none"> • Concept of sales task. • Order getting and order taking. • Order processing. • Order delivery. • Money collection • What is sales? • Daily sales reporting • Role of the marketers • Selling and marketing concept. <p>Activity: 1. Make a PowerPoint presentation on the difference activity in order processing of direct sale and online sale. 2. Collect few specimens of invoices and payment instrument used by buyers in selling 3. Prepare production plan of a product of your choice keeping in view role of Marketer</p>

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- Introduction 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

	<p>Session 2 : Market Targeting</p>	<ul style="list-style-type: none"> Evaluating the segment Selecting the segment Strategies of Market Targeting <p>Activity –</p> <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
	<p>Session 3 : Positioning the Product</p>	<ul style="list-style-type: none"> Positioning Strategies/Bases <p>Activity –</p> <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	<p>Session 1 : Prospecting</p>	<ul style="list-style-type: none"> Introduction What is prospect Characteristics of a good prospect Qualifying (or selecting) the prospects <p>Activity</p> <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
	<p>Session 2 - Planning the Approach (Pre-Approach)</p>	<ul style="list-style-type: none"> Planning the presentation (Pre- Approach) Approach Demonstration <p>Activity</p> <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
	<p>Session 3 - Objections and Handling Objections:</p>	<ul style="list-style-type: none"> Types of objections <p>Activity</p> <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
	<p>Session 4 - Closing the Sale</p>	<ul style="list-style-type: none"> Introduction Techniques of Closing Sales <p>Activity</p> <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 IX

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 file having a collection of different-Companies with their products. They should further classify the products and identify the marketing Concept/Philosophy used by the company to be in the market.
2. Assume yourself as a marketer who sells products. Why is it important to understand the buyer's behavior? Create a project understanding buyer behavior and its implications in selling products.
3. You are a salesman; make a handy file to understand basic sales tasks, money collection, sales reporting for a firm or multiple firms. Categorize the various selling activities and mention the types of selling used along with the selling tasks undertaken.

4. Create a project by collecting different products available in the market of different industries like FMCG Hospitality, Automobile etc., and how are they approaching different customers for different purposes of selling and marketing. Develop analysis, based on collected data.
5. Prepare a file showcasing comparative analysis between virtual market and physical market. Identify any five competitive retailers in your community. Can they avoid competition? How do they deal with this situation in competition in the market?
6. Make a file incorporating a list of different goods used in your home/ schools/ parents office and classify them on the basis of tangible/ intangible, durable/non-durable, direct/ indirect competition, levels of channels used. Justify your choice.
7. Make a project by understanding your locality on the basis of consumer purchase behavior. Prepare a project by making a list of different things purchased by you and your school. Now identify who is the customer and consumer and why? Classify the types of customers also.
8. Create a file on the concept of intermediaries. Choose a product or service of your choice and identify what kind of intermediaries are selling the product in the market
9. Collection of Name of different-Companies with their products.

Classify their products and identify the marketing Concept/Philosophy used by the company to be in the market.

Product	Customer	Price	Phi/Concept

10. Selling and Marketing:

- ✓ Why is selling a part of marketing?
- ✓ Suggest with suitable examples of different companies with their brands.
- ✓ How is marketing concept applied is that different companies.
- ✓ Compare concept of selling with marketing.

11. Collection of different product available in the market of different industries like FMCG Hospitality, Automobile etc, and how are they approaching to different customers for different purpose.

- ✓ Compare it o segmentation.
- ✓ Develop analysis, based on collected data.

12. Comparative analysis between virtual market/ physical market.

✓ Identify any five competitive between in your community.

a) Can they avoid competition?

b) How to deal with this situation in competition in the market?

Make a list different goods used in your home/ schools/ parents office and classify them on the basis of tangible/ intangibility, durable/non-durable, direct/ indirect competition, levels of channels used.

Mentioned the necessary plans taken by the manufacturing to meet the specification of the customers

✓ Make a list of service used in four home/schools/parents office and classify them on the basis of nature and services possessed by them.

13. Understanding your locality on the basis of people purchase behaviour, categories the various selling activities into different categories and also mentioned the types of selling used along with the selling tasks undertaken.

14. Make a list of different things purchased by you and your school.

✓ Now identify who is customer and consumer and why?

✓ Classify the types of customers also.

✓ Assume yourself as a marketer you have to selling product why is it important for understand the buyer's behaviour.

✓ You are a salesman, make a handy file resigned by you to understand Basic sales task, money collection, sales reporting.

✓ Prepare a PPT describe the role of salesman helping in building relationship in business and deciding in price and credit policy.

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 period.

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.