



केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

CENTRALBOARDOFSECONDARYEDUCATION

(An Autonomous Organisation Under the Ministry of Education, Govt. of India)



CBSE/SE/AS/2024/

10.10.2024

The Heads of Institutions affiliated to CBSE

Subject: One Day Teachers Training Program for Skill Course 'Marketing' (Subject Code-907A, 907B, 907C), Class VI-VIII (ONLINE MODE).

Dear Principals,

New Education Policy 2020 recognizes the need for the teachers to get trained in high-quality content and as well as pedagogy. This policy further emphasizes the need of training so that same may get exhibited in the class room teaching-learning.

For this purpose, the Board is going to offer One Day Teachers Training to the Teachers Teaching 'Marketing' (Subject Code - 907A, 907B, 907C). The training date is **22nd October, 2024**. Registration is required for attending this training, registration links are given below.

S. No	Subject Name & Date	Registration Link	Remarks
1.	'Marketing' (Subject Code - 907A, 907B, 907C) 22 nd October, 2024.	https://forms.gle/x6DqRWEHYBR7px4E9 Link Close at 5:00pm on 21 st October, 2024.	In case the link doesn't work, please copy and Paste the address on the browser

The Training schedule is annexed.

For any queries, please write to the Assistant Secretary, Department of Skill Education at the email id- jyoti.as.se@cbseshiksha.in

Biswajit Saha

(Dr. Biswajit Saha)
Director (Skill Education)



'शिक्षा सदन', 17 राऊज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002

'Shiksha Sadan', 17, Rouse Avenue, Institutional Area, New Delhi - 110002





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Training Schedule:

S. No	Activity	Time
	➤ Welcome and Orientation	Tuesday, 22 nd October, 2024 10:15 am -10:30 am.
	'Marketing (Subject Code - 907A, 907B, 907C)'	
1	➤ Skill Modules Training Introduction in Middle Classes VI to VIII Marketing (907A, 907B) <ul style="list-style-type: none">● Pedagogy in teaching Marketing subject● Basics of Marketing● Classification of marketing● Market function● Marketing concept- product market● Service market and virtual market	10:30 am – 01:00 pm
2	➤ Lunch Break	01:00 pm - 02:00 pm
3	➤ Skill Modules Training Introduction in Middle Classes VI to VIII Marketing (907B, 907C) <ul style="list-style-type: none">● Concept of selling● Customer satisfaction● Basic fundamentals of product● Marketing Mix- Product● Price● Place and Promotion● Assessment techniques and interactive wrap-up	02:00 pm - 03:30 pm
4	➤ Assessment	03:30 pm - 04:30 pm



'शिक्षा सदन', 17 राऊज़ एवेन्यू, इंस्टीट्यूशनल एरिया, नई दिल्ली-110002
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Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, Delhi -110016.
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi- 110054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim -737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar-791111
7. The Director of Education, Govt. of Andaman & Nicobar Islands, Port Blair-744101
8. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
9. The Secretary, Sainik Schools Society, Room No.101, D -1 Wing, Sena Bhawan, New Delhi-110001
10. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi – 110001
11. The Secretary AWES, Integrated Head quarter s of MoD (Army), FDRC Building No.202, Shankar Vihar (Near APS), Delhi Cantt – 110010
12. The Secretary Eklavya Model Residential Schools(EMRS), Ministry of Tribal Affairs, Government of India.
13. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odisha-751005.
14. The Deputy Secretary to Chairman, CBSE – for kind information of the Chairman, CBSE
15. All the Heads of Department of the Board
16. All the Regional Directors/Regional Officers/Head-COEs, CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions for compliance
17. Head (Media & Public Relations), CBSE
18. Assistant Secretary (IT), CBSE, Rouse Avenue with the request to upload this notification on the CBSE Academic website
19. Incharge, Hindi Cell, CBSE HQ–for Hindi Translation of this notification

Director (Skill Education)



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