



ACADEMIC CURRICULUM

Session: 2025-26

Class:- X

SUBJECT: SALES AND MARKETING (CODE 412) SKILL SUBJECT

S.NO.	MONTH	CONTENTS/ CHAPTER	LEARNING OUTCOMES
1.	APRIL	Unit 1: Sales with other function Introduction mix	Students should be able to understand four key elements: product, price, promotion, and place (distribution). The learning objectives focus on understanding how these elements work together to create a successful marketing strategy, and how they relate to sales.
2.	MAY	Unit 2: Market segmentation, targeting and positioning	A student should be able to understand the market segmentation, identifying target segments, and developing effective positioning strategies. This unit aims to help students understand how to divide a market into groups, select which groups to focus on, and position products/services to appeal to those groups.
3.	JUNE	SUMMER VACATIONS	
4.	JULY	Unit 3: Basic concept of sales and selling	Students should be able to understand the how businesses persuade customers to buy products or services and the various techniques and strategies used in sales and selling to achieve specific goals.
5.	AUGUST	Unit 4: Careers in selling	Students will be able explain the role and responsibilities of a sales person, the challenges they face, and the skills they need. Students will also learn about aftersales services and their importance
6.	SEPTEMBER	Unit 5: Skill in selling	Students should be able to understand the customer needs, developing sales strategies, and improving communication and persuasion skills.