



## **ACADEMIC CURRICULUM**

**Session: 2025-26**

**Class:- XII**

### **SUBJECT: MARKETING (CODE 812) SKILL SUBJECT**

<b>S.NO.</b>	<b>MONTH</b>	<b>CONTENTS/ CHAPTER</b>	<b>LEARNING OUTCOMES</b>
<b>1.</b>	<b>APRIL</b>	Unit 1: Product	Students should be able to identify and explain different product categories, understand the product life cycle, and grasp the concept of product mix and product lines.
<b>2.</b>	<b>MAY</b>	Unit 2: Price Decision	A student should be able to understand the concept and objectives of pricing, the factors that influence pricing decisions, and various pricing methods and strategies.
<b>3.</b>	<b>JUNE</b>	<b>SUMMER VACATIONS</b>	
<b>4.</b>	<b>JULY</b>	Unit 3: Place Decision: Channels of Distribution	Students should be able to understand the importance of distribution in reaching customers, identify different distribution channels, and understand the factors influencing channel selection and management.
<b>5.</b>	<b>AUGUST</b>	Unit 4: Promotion	Students will be able to identify and explain the various elements of the promotional mix, including advertising, sales promotion, public relations, personal selling, and direct marketing.
<b>6.</b>	<b>SEPTEMBER</b>	Unit 5: Emerging Trends in Marketing	After completing a chapter on emerging trends in marketing, students should be able to understand and apply new marketing strategies and concepts, including digital marketing, social media, and data analytics. They should also be able to analyze the impact of technology on marketing and understand the importance of customer experience in the digital age.