



D.A.V NANDRAJ PUBLIC SCHOOL

Marwari Arogya Bhawan No- 3, Bariatu, Ranchi

SYLLABUS: 2024-25

Class	XI	Subject	Marketing
Prescribed Books	NCERT		

Month	Days	Topic
July	26	Employability Skills Unit 1: Communication Skills- Unit 2: Self-Management Skills-
August	23	Unit 3: ICT Skills- Unit 4: Entrepreneurial Skills- Unit 5: Green Skills
September	08	Subject Specific Skills Unit 1: Introduction to Marketing (Contd.) HALF YEARLY EXAMINATION
October	23	Unit 1: Introduction to Marketing Unit 2: Marketing Environment(Contd.)
November	19	Unit 2: Marketing Environment Unit 3: Marketing Segmentation, Targeting & Positioning (Contd.)
December	24	Unit 3: Marketing Segmentation, Targeting & Positioning Unit 4: Fundamental of Marketing Mix (Contd.)
January	21	Unit 4: Fundamental of Marketing Mix Unit 5 : Consumer Behaviour

Portion for Examination	
Unit Test – I	Unit 1: Communication Skills Unit 2: Self-Management Skills
Half Yearly Examination	Employability Skills Unit 1: Communication Skills-I Unit 2: Self-Management Skills-I Unit 3: ICT Skills- Unit 4: Entrepreneurial Skills- Unit 5: Green Skills Subject Specific Skills Unit 1: Introduction to Marketing
Unit Test – II	Subject Specific Skills Unit 2: Marketing Environment Unit 3: Marketing Segmentation, Targeting & Positioning
Annual Examination	Whole Syllabus