D.A.V NANDRAJ PUBLIC SCHOOL

Marwari Arogya Bhawan No- 3, Bariatu, Ranchi

SYLLABUS: 2025-26

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| **Class** | XI | Subject | **Marketing** |
| **Prescribed Books** | NCERT | | |

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| **Month** | **Days** | **Topic** |
| **June** | 18 | **Employability Skills**  Unit 1: Communication Skills-III  Unit 2: Self-Management Skills-III |
| **July** | 27 | Unit 3: ICT Skills-III  **Subject Specific Skills**  Unit 1: Introduction to Marketing |
| **August** | 22 | Unit 1: Introduction to Marketing (Cont.)  Unit 2: Marketing Environment |
| **September** | 15 | **Half Yearly Examination** |
| **October** | 19 | Unit 3: Marketing Segmentation, Targeting & Positioning |
| **November** | 23 | Unit 4: Fundamental of Marketing Mix |
| **December** | 25 | Unit 5 : Consumer Behaviour |
| **January** | 21 | **Employability Skills**  Unit 4: Entrepreneurial Skills-  Unit 5: Green Skills |

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