



D.A.V NANDRAJ PUBLIC SCHOOL

Marwari Arogya Bhawan No- 3, Bariatu, Ranchi

Session: 2026-27

Class	XII	Subject	Marketing (812)
Prescribed Books	NCERT		

Month	Days	Topic
April	24	Employability Skills Unit 1: Communication Skills-IV Unit 2: Self-Management Skills-IV
May	20	Unit 3: ICT Skills-IV Subject Specific Skills Unit 1: Product
June	13	Subject Specific Skills Unit 2: Price Decision
July	23	Unit 3: Place Decision: Channels of Distribution Unit 4: Promotion
August	25	Unit 4: Promotion (Contd.) Unit 5: Emerging Trends in Marketing
September	07	Unit 5: Emerging Trends in Marketing (Contd.) Half Yearly Examinations
October	21	Employability Skills Unit 4 : Entrepreneurial Skills- IV Unit 5 : Green Skills- IV
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Portion for Examination

Unit Test – I	Employability Skills Unit 1: Communication Skills-IV Unit 2: Self-Management Skills-IV
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: Product Unit 2: Price Decision
Unit Test – II	Unit 3: Place Decision: Channels of Distribution Unit 4: Promotion
Pre-Board	Whole Syllabus