



D.A.V NANDRAJ PUBLIC SCHOOL

Marwari Arogya Bhawan No- 3, Bariatu, Ranchi

Session: 2026-27

Class	XI	Subject	Marketing
Prescribed Books	NCERT		

Month	Days	Topic
June	13	Employability Skills Unit 1: Communication Skills-III Unit 2: Self-Management Skills-III
July	23	Unit 3: ICT Skills-III Subject Specific Skills Unit 1: Introduction to Marketing
August	25	Unit 1: Introduction to Marketing (Cont.) Unit 2: Marketing Environment
September	07	Half Yearly Examination
October	21	Unit 3: Marketing Segmentation, Targeting & Positioning
November	16	Unit 4: Fundamental of Marketing Mix
December	24	Unit 5 : Consumer Behaviour
January	23	Employability Skills Unit 4: Entrepreneurial Skills- Unit 5: Green Skills

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