

MARKETING & SALES (CODE 812)
JOB ROLE: MARKETING ASSISTANT
CLASS XI- XII (SESSION 2019-2020)

1. COURSE OVERVIEW:

This is the basic course in Marketing where students will get the exposure of Marketing. The subject gives them a vast and wide insight of the traditional and contemporary aspects in Marketing. The input of basic fundamentals, coupled with the practical knowledge will be given to the students to help them in understanding of contemporary marketing tactics and strategies.

2. OBJECTIVES OF THE COURSE:

- To understand the classical marketing perspectives and contrasts these with newer views from relational and service-based schools of marketing
- To understand the dynamics of various environmental factors on marketing so as that students can think about a feasible marketing plan (process)
- To understand the utility of STP of marketing (i.e. segmentation, targeting, positioning)
- To have an elementary knowledge of marketing mix, consumer behavior, and other preliminary concepts and roles of marketing in society.

3. SALIENT FEATURES OF THE COURSE

This course will empower the students to gain insights into what marketing practitioners actually do and the decisions they have to make in day to day marketing. This course is an effort to taught marketing in more creative and visual way with the coverage of advances in new technology and the social web and how to take advantage of these in marketing context. This course will also recognize the need to go further than the traditional 4P's approach and reflect on newer perspective, covering both the classical and modern theories of marketing.

4. Curriculum

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skill subject along with general education subjects.

Theory	60 marks
Practical	40 marks
Total Marks	100 marks

The unit-wise distribution of periods and marks for Class XI is as follows:

	Units	No. of Hours for Theory and Practical 220	Max. Marks
Part A	Employability Skills		
	Unit 1: Communication Skills – III	13	10
	Unit 2: Self-management Skills - III	09	
	Unit 3: Information and Communication Technology Skills - III	06	
	Unit 4: Entrepreneurial Skills - III	16	
	Unit 5: Green Skills - III	06	
	Total	50	10
Part B	Vocational Skills		
	Unit 1: Introduction to Marketing	20	10
	Unit 2: Marketing Environment	20	10
	Unit 3: Marketing Segmentation, Targeting & Positioning	30	10
	Unit 4: Fundamentals of Marketing Mix	20	10
	Unit 5: Consumer Behavior	30	10
	Total	120	50
Part C	Practical		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of Skill Competency		10
	Total	50	40
	Grand Total	220	100

Part B: Vocational Skill

S.No	Unit	Session
1.	Introduction to Marketing	<ul style="list-style-type: none">• Meaning, Nature, Objectives, Scope & Importance of Marketing.• Difference between Marketing & Selling.• Marketing Philosophies.
2.	Marketing Environment	<ul style="list-style-type: none">• Meaning and Importance.• Macro Environment Factors.• Micro Environment Factors
3.	Marketing Segmentation, Targeting & Positioning	<ul style="list-style-type: none">• Meaning & Importance of Segmentation.• Bases of Market Segmentation.• Meaning and Need for Targeting.• Types of Targeting.• Meaning & Need for Positioning.• Positioning Strategies.
4.	Fundamentals of Marketing Mix	<ul style="list-style-type: none">• Meaning and Importance of Marketing Mix.• Marketing Mix Components — Service Sector & Consumer Goods
5.	Consumer Behaviour	<ul style="list-style-type: none">• Meaning and Importance of Consumer Behaviour.• Factors Affecting Consumer Buying Behaviour.• Roles of Buying Behaviour.• Stages of Buying Behaviour.

The unit-wise distribution of periods and marks for Class XII is as follows:

	Units	No. of Hours for Theory and Practical 220	Max. Marks
Part A	Employability Skills		
	Unit 1: Communication Skills - IV	13	10
	Unit 2: Self-management Skills - IV	09	
	Unit 3: Information and Communication Technology Skills - IV	06	
	Unit 4: Entrepreneurial Skills - IV	16	
	Unit 5: Green Skills - IV	06	
	Total	50	10
Part B	Vocational Skills		
	Unit 1: Product	25	10
	Unit 2: Price Decision	25	10
	Unit 3: Place Decision: Channels of Distribution	25	10
	Unit 4: Promotion	25	10
	Unit 5: Emerging Trends in Marketing	20	10
	Total	120	50
Part C	Practical		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of Skill Competency		10
	Total	50	40
	Grand Total	250	100

Part B:

S. No.	Unit	Sessions
1.	Product	<ul style="list-style-type: none">• Meaning & Importance of Product.• Classification of Product.• Product Life Cycle – Concept & Stages.• Role of Packaging & Labeling.
2.	Price Decision	<ul style="list-style-type: none">• Meaning and Importance of Price.• Factors Affecting Pricing.• Types of Pricing.
3.	Place Decision: Channels of Distribution	<ul style="list-style-type: none">• Meaning & Importance of Place.• Types of Distribution.• Factors affecting the choice of Channels of Distribution.• Functions of intermediaries.
4.	Promotion	<ul style="list-style-type: none">• Meaning & Need of Promotion.• Elements of Promotion Mix.• Factors affecting the selection of Promotion.
5.	Emerging Trends in Marketing	<ul style="list-style-type: none">• Service Marketing.• Online Marketing.• Social Media Marketing.

5. LIST OF EQUIPMENT AND MATERIALS

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Chart paper and Sketch pens

6. PRACTICAL GUIDELINES

A. Practical Guidelines of Class XI

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum OF School Certificate Examination:

Marks allotted for laboratory Record, Viva Voice etc., should separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- Two examiner will be assigned for the conduct and assessment of practical Examination by the school. Question to be more of general nature, based on project work and as per the curriculum
- In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical i.e. provided to the Examiners/Schools at the time of Examination
- Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- If irregularities are perceived by the examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- Award lists should be signed by the examiner and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.

4. Procedure for Assessment of practical project work in (Total 40 marks)

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

- Skill demonstration-(practical in class) 10
- Viva: 10
- Project work/presentation: 20

CLASSROOM ACTIVITIES

Activity 1 :

Students in a group of 4-5 should developed a poster on product mix for the company of their choice and present. This activity shall need sessions. In one session briefing can be done and in other presentations from selected groups can be made.

Activity 2 :

Students in a group of 4-5 should develop a collage on promotion mix of a brand of their choice and present in class. This activity shall need two sessions. In one session briefing can be done and in other presentations from selected groups can be made.

Demonstration skill : Students may be given a product/ product pack either in groups of 4 or individually and asked to create marketing mix for the given product

Project work : Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the Curriculum. Individual/ Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide the feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.

Viva: The teacher conducting the final practical examination may ask verbal questions related to the curriculum. **Viva voce** allows student to demonstrate communication skills and content knowledge. Audio or Video recording can be done at the time of viva voce. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits.

B. Practical Guidelines of Class XII

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum of School Certificate Examination:

Marks allotted for laboratory Record, Viva Voice etc., should separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- The two examiner will be assigned for the conduct and assessment of Practical Examination by the school. Question to be more of general nature, based on project work and as per the curriculum.
- In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical i.e. provided to the Examiners/Schools at the time of Examination.
- Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- If irregularities are perceived by either examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- Award lists should be signed by the examiner and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.

4. Procedure for Assessment of practical project work in (Total 40 marks)

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

- Skill demonstration – (practical in class) 10
- Viva: 10
- Project work/ Power point presentation: 20

CLASSROOM ACTIVITIES

Activity 1 :

Students in a group of 4-5 should develop a poster on product mix for the company of their choice and present. This activity shall need two sessions in one session briefing can be done and in other presentation from selected groups can be made.

Activity 2 :

Students in a group of 4-5 should develop a poster on product mix for the company of their choice and present. This activity shall need two sessions in one session briefing can be done and in other presentation from selected groups can be made.

FIELD VISITS

In field visits, students will go outside the classroom to gather specific information/skills from experts/ teachers and/or to observe the health care facilities/take part in community activities.

Skill demonstration: Students may be given a product/product pack either in groups of 4 or individually and asked to create marketing mix for the given product.

Project work: Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the curriculum.

Individual / Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.

Viva: The teacher conducting the final practical examination may verbal questions related to the curriculum. Viva voce allows student to demonstrate communication skills and content knowledge. Audio or video recording can be done at the time of viva voce. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits.

5. Career Opportunities

This basic course of marketing will teach the students to learn how to analyse consumer demand and promote products to consumers. This course will allow students to work in many different areas of sales and marketing. While all teach marketing concept, this course is tailored for particular objective in order to most effectively prepare the students for their marketing career, which can range from marketing executive to other upper ladder in marketing domain.

6. Vertical Mobility for BBA / B.Com in Universities

This course will assist the participating students to further update their career by vertically moving either to BBA or B.Com and other marketing oriented applied undergraduate courses of different university or they may also move to their corporate career by starting at M-1 level of corporate ladder in role of marketing executives to different sector.