

कक्षा – बारहवीं

विशय : Marketing & Salesmanship

प्रथम समेस्टर – 1 अप्रैल से 30 सितम्बर तक

मास	पुस्तक का नाम	विशय-वस्तु	पिक्खण के पीरियड	दोहराई के पीरियड	प्रयोगात्मक कार्य
अप्रैल	Unit-I	<u>Introduction</u> : Define Market, Customer, Seller, Meaning, Scope of Marketing - Marketing Concepts (Including societal approach) -Marketing V/s Selling -Functions of Marketing	8	2	-
मई Unit Test 17 th to 25 th	Unit-II Practical	<u>Marketing Management</u> : Meaning and definition of Marketing Management - Importance and objectives of Marketing Management, Role of Marketing Manager Role of Marketing Manager's in Marketing	20	4	6

जून

ग्रीष्मकालीन अवकाष 1 जून से 30 जून तक

जुलाई	Unit-III Practical	<u>Marketing Mix</u> : Meaning and Definition of Marketing Mix -Product: Meaning, Feature, Types ,Concepts of Product levels, Types of satisfaction, Received from Products <u>Element Marketing Mix :</u> -Branding:Meaning,Brand Strategies,Qualities of Good Brand and its advantages Prepare list of products like Car and Motor Cycle (Name, Price Manufacture)	20	4	6
अगस्त Unit Test-2 17 th to 25 th	Practical	Lacking :Meaning,Function and advantages of Packing -Labling: Meaning,Kinds, Functions of labeling -Price Mix:Price Setting,Method,Price Strategies Role of Packing and Labeling of Products.	20	4	6
सितम्बर		Promotion Mix:Meaning and elements of Promotion Mix.	8	2	-