

Bhartiya Vidya Mandir Sen. Sec. School Sector 39, Chandigarh Road, Ludhiana

CLASS – XI. Subject: Marketing (812) Session 2026-2027

BOOKS: CBSE Material

Month	Unit/Chapter/Topic	Learning Objective	Resources/Art-Integrated Pedagogy Tools Used/E-Resources		Learning Outcomes and Skills Learnt by Students	
APRIL	EMPLOYABILITY SKILLS UNIT 1: Communication skills-iv	To enable the students to understand that how to listen effectively and how to write and demonstrate effectively	Demonstration Method Lecture Method	https://diksha.gov.in/play/content/do_31346042554331955211224?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	1.Students will be able to describe the steps to active listening skills	Listening Skills Critical Thinking skills
	UNIT 2 Self Management Skills -iv	Students will be able to understand the basic personality traits, types and disorders	Lecture Method Demonstration Method Role play	Dramatic presentation on the theme of self motivation	Students will be able to describe the various factors influencing self motivation	Communication skills Creative Thinking skills
MAY	UNIT 3 Information and Communication Skills-iv	To enable the students to understand the concept of spreadsheet	Black board Lecture Method Demonstration Method	• Creating a new presentation, add a new slide, delete an old slide save the presentation	Students will be able to make tabular presentation using spreadsheet application	Demonstration Skills Communication Skills Creative Thinking Skills Critical Thinking Creativity Skills
	UNIT 4 Entrepreneurial Skills-iv	To enable the students to understand the entrepreneurial skills, his behavioural competencies	Lecture Method Demonstration Method Role play	https://diksha.gov.in/play/content/do_3131027651066920961578?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	Students will be able to learn how to work with spreadsheet	Problem Solving Skills Creativity Thinking Skills
	UNIT 5 Green Skills-iv	To enable the students to understand the concept of green jobs	Lecture Method Demonstration Method Role play	https://diksha.gov.in/play/content/do_3134601800971960321976?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	Identify the role and importance of green jobs in different sectors	Critical Thinking skills Creativity Skills Communication Skills

JUNE	Summer Vacation					
JULY	Subject Specific Skills UNIT 1 :Product Product Life cycle	To enable the students to understand the various stages of product life cycle	Lecture Method Demonstration Discussion Method	Develop your own product and show different stages of its life cycle	Students will be able to learn about product and its life cycle .	Demonstration Skills Communication Skills Critical Thinking and Creativity Skills
	Packaging	To enable the students to understand the various levels of packaging.	Lecture Method Discussion Method	https://diksha.gov.in/play/content/do_31277310466153676815613?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	Students will be able to learn about Packaging and its levels	Creativity Skills Demonstration Skills
AUGUST	UNIT 2: Pricing Objectives, Differential Pricing, Skimming Pricing	To enable the students to understand the concept of Pricing, its objectives, Skimming and Differential Pricing	Lecture Method Demonstration Discussion Method	https://diksha.gov.in/play/content/do_31322799424735641612548?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	Students will be able to learn about Pricing and its objectives and techniques	Listening Skills Communication Skills
	UNIT 3: Place Channels of distribution, functions performed by channels of distribution	To enable the students to understand the concept of place, channels of distribution and functions performed by channels of distribution	Smart board Lecture Method	https://diksha.gov.in/play/content/do_31307668677252710419390?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	Students will be able to learn about channels of distribution and functions performed by them	Listening Skills Communication Skills
SEPTEMBER	Term 1 Exams					
OCTOBER	UNIT 4:Promotion ADVANTAGES AND Limitations of yellow pages, mobiles and telephones and cinema advertising	To enable the students to understand modes of advertisement	Smart board Lecture Method	https://diksha.gov.in/play/content/do_312995920281272320161?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	Students will be able to learn about various advertisement modes to promote the product	Creative Thinking Skills Problem Solving Skills Communication Skills

	UNIT 5:Emerging Trends in Marketing service marketing, types of services, online marketing, social media marketing, their advantages and disadvantages types of social media marketing	To enable the students to understand the service marketing, types of services, online marketing, social media marketing, their advantages and disadvantages	Pictures Smart board Black board Lecture Method	https://diksha.gov.in/play/content/do_313254260557471744127951?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content	Students will be able to learn about online and social media marketing	Creative Thinking Skills Problem Solving Skills
NOVEMBER TO FEBRUARY	Revision of full syllabus will be done					