

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

CLASS - XII Subject: Marketing Session 2024-2025

Month	Unit/Chapter/Topic	Learning Objective	Resources/Art-Integrated Pedagogy Tools Used/E-Resources		Learning Outcomes/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	—————	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	<ul style="list-style-type: none"> • 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 Critical Thinking and 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	—————	—————
	UNIT 5 Green Skills-iv	To enable the students to understand the concept of green jobs	—————	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	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.		https://diksha.gov.in/play/content/do_31277310466153676815613?referrer=utm_source%3Dmobile%26utm_campaign%3Dshare_content		
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	To enable the students to understand the concept of place, channels of distribution and functions performed by channels of distribution		Smart board Lecture Method		
SEPTEMBER	Term 1 Examination					

OCTOBER	<p>UNIT 4 Promotion : ADVANTAGES AND Limitations of yellow pages, mobiles and telephones and cinema advertising</p>	<p>To enable the students to understand modes of advertisement</p>	<p>Smart board Lecture Method</p>	<p>https://diksha.gov.in/ play/content/do_3129959 20281272320161? referrer=utm_source% 3Dmobile% 26utm_campaign% 3Dshare_content</p>	<p>Students will be able to learn about various advertisement modes to promote the product</p>
NOVEMBER	<p>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</p>	<p>To enable the students to understand the service marketing, types of services, online marketing, social media marketing, their advantages and disadvantages</p>	<p>Pictures Smart board Black board Lecture Method</p>	<p>https://diksha.gov. in/play/content/do_3132 54260557471744127951? referrer=utm_source% 3Dmobile% 26utm_campaign% 3Dshare_content</p>	<p>Students will be able to learn about online and social media marketing</p>