

## SESSION PLAN 2025-26 (STANDARD X) MARKETING AND SALES

MONTH	UNITS	TOPICS COVERED	
		THEORY	PRACTICAL
Apr-25	UNIT 1: INTRODUCTION TO HORTICULTURE Unit 1: Sales with other functions. Introduction to	Session 1 : Marketing Mix	Pick any brand and write about its Product, Price, Place, and Promotion.
	UNIT 1: COMMUNICATION SKILLS – I	Introduction to General Employability skills course Methods of communication Verbal Non-verbal Visual	Activity/Q&A
		Activity/Q&A	
May-25	Unit 1: Sales with other functions. Introduction to Marketing Mix Session 2: 4ps	Activity - Power point presentation on the four tools of Marketing Mix	Share your presentation and explain each slide in your own words.
	<b>SUMMER VACATION (11TH MAY- 30TH JUNE)</b>		
Jun-25	<b>SUMMER VACATION (11TH MAY- 30TH JUNE)</b>		
Jul-25	UNIT: II Market Process	Session 1 : Market Segmentation	Activity - Pick up a product of your choice and identify
Aug-25	Process UNIT: II Market Communication Skills-II Unit 1 :	Session 2 : Market Targeting # Perspectives in communication	# Group discussion on factors affecting perspectives in communication
		# Factors affecting perspectives in communication Visual perception Language Past experience Prejudices Feelings Environment	Evaluating the segment • Selecting the segment • Strategies of Market Targeting # Sharing of experiences on factors affecting perspectives # Sharing experiences on factors affecting communication at workplace
		Session 3 : Positioning the Product Q&A UNIT TESTS	Make a presentation on the importance of positioning the product in the market • Give a list of products to the students and ask them to position them on particular attributes and then present in class as to why they chose a particular attribute of positioning of a particular product
Sep-25	Unit-III: Sales Process Unit 2 : Self-Management Skills-I	Session 1 : Prospecting • Introduction • What is prospect • Characteristics of a good prospect • Qualifying (or selecting ) the prospects # Meaning of self-management # Positive results of self-management # Self-management skills	Prepare a presentation on Process of selling and present it in the class. • Role-playing in the class, wherein, some students act as prospective customers and some are asked to do Prospecting # Identification of self-management skills # Strength and weakness analysis
		# Factors that help in building self-confidence – social, cultural, and physical factors	# Role play exercises on building self-confidence # Use of positive metaphors/ words
	<b>MID TERM EXAMINATION 16 SEPTEMBER 2025-1 OCTOBER 2025</b>		
Oct-25	Session 2 - Planning the Approach (Pre- Approach)	Planning the presentation (Pre- Approach) • Approach • Demonstration	Role-playing in the class, wherein, some students act as prospective customers and some are asked to do Prospecting
	Unit 3 : ICT Skills-II	# Computer system - Central Processing Unit (CPU), memory, motherboard, storage devices # Hardware and software of a computer system	# Connecting the cables and peripherals to the Central Processing Unit # Starting and shutting down a computer
Nov-25	Session 3 -Objections and Handling Objections Session 4 - Closing the Sale UNIT 3: INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS – I	Types of objections Introduction • Techniques of Closing Sales	Visit to a mall and let the students have a word with the salesperson and first hand experience of handling objections • Role-playing in the class, wherein, some students are asked to raise objections and some are asked to handle them. Visit to a mall and let the students have a word with the salesperson and first-hand experience of "Closing a Sale" • Role-playing in the class, wherein, a situation is given and the students are asked „Close a Sale"
		# Role and functions of Random Access Memory (RAM) and Read Only Memory (ROM)	
		# Role and functions of Central Processing Unit Procedure for starting and shutting down a computer Q&A	Group discussion on the various aspects of hardware and software



Dec-25	Unit IV – Careers in Selling UNIT 3: INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS – I	<p>Session 1 – Challenges in the selling career      Challenges : Pricing and Packaging</p> <p># Peripherals devices and their uses—mouse, keyboard, scanner, webcam, etc. of a computer system</p>	<p>Discussion of problems with the help of situations and find out solutions from students' perspective</p> <p>Identification of various parts and peripherals of a computer Demonstration and practice on the use of mouse Demonstration and practice on the use of keyboard Demonstration of the uses of printers, webcams, scanner and other peripheral devices Drawing diagram of computer system and labelling it</p>
		<p>#Session 2 - Skills in Selling and their training</p> <p># Primary operations on a computer system – Input, process, storage, output, communication networking, etc.</p>	<p>Role play enactment</p> <p>Identification of the various input and output units and explanation of their purposes</p>
Jan-26	Unit IV – Careers in Selling ENTREPRENEURIAL SKILLS- I      UNIT 4:	<p>Session 3 – Roles of a sales person # Role of Sales person # Responsibilities of Sales person</p> <p>Session 4 – Aftersales services # Aftersales services and techniques</p> <p># Types of businesses – service, manufacturing, hybrid # Types of businesses found in our community Business activities around us</p>	<p>Activity – # Enlist obligations and commitments of salespersons</p> <p># Prepare posters of business activities found in cities/villages, using pictures # Discuss the various types of activities, generally adopted by small businesses in a local community # Best out of waste # Costing of the product made out of waste # Selling of items made from waste materials # Prepare list of businesses that provides goods and services in exchange for money</p> <p># Visit to a Vegetable farm for applying manures and fertilizers as per the recommended dose to various vegetables # Prepare charts showing advantages of entrepreneurship over wages # Group discussions on role and features of entrepreneurship # Lectures/presentations by entrepreneurs on their experiences and success stories # Identify core skills of successful entrepreneur</p>
Feb-26	REVISION UNIT 5: GREEN SKILLS – I	<p>Session 1 – Hard skill Soft skill # Meaning and type of skills # Distinguish between Hard and soft skill # perspective</p> <p>Session 2 -Communication Skills # need and objective # Elements in the typical communication</p> <p>Session 3 –Negotiation skill # What is negotiation # Effective negotiation skill</p> <p>Session 4 –Influencing skill # Meaning / How to work Session 5 –Emotional quotient # Meaning Session 6 –Personal Grooming/Ethicalbehavior # Meaning # Business Ethics</p> <p># Definition of green economy # Importance of green economy</p>	<p>List and separate hard skills and soft skills.</p> <p>Make a poster of your own skills (hard and soft).</p> <p>Do a role play showing good and bad communication.</p> <p>Play a telephone game to learn about clear communication.</p> <p>Practice a short negotiation in pairs (like buyer and seller).</p> <p>Role Play – Practice influencing skills by persuading a partner in a fun scenario.</p> <p>Emotion Diary – Note daily emotions and reactions to improve self-awareness.</p> <p>Do &amp; Don't Chart – List good grooming and ethical behaviors in two columns.</p> <p># Discussion on the benefits of green skills and importance of green economy # Prepare a Poster showing the importance of green economy with the help of newspaper/ magazine cuttings</p>
	REVISION		
Mar-26	ANNUAL EXAMINATION 2026		