

SESSION PLAN 2025-26 (STANDARD XI) MARKETING AND SALES			
MONTH	UNITS	TOPICS COVERED	
		THEORY	PRACTICAL
	SUMMER VACATION (11TH MAY- 30TH JUNE)		
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Jul-25	UNIT-1: Introduction to marketing	Concept of marketing, Meaning /definition, Marketing philosophies, Selling Vs Marketing, Objectives, scope and importance	Visit in group to different marketing organisations in nearby localities and making a report to find marketing activities performed by the wholesaler, producers retailers and distributors etc.
	Part A: Employability Skills / Unit 1: Communication Skills-III	1. Verbal communication (speaking, listening, presentations) 2. Nonverbal communication (body language, tone) 3. Written communication (email, report writing) 4. Interpersonal communication (rapport-building, conflict resolution) 5. Cultural sensitivity and feedback techniques.	# Writing pros and cons of written, verbal and non-verbal communication # Listing do's and don'ts for avoiding common body language mistakes
Aug-25	UNIT-2: Marketing Environment	Meaning, importance of marketing environment. Internal and external environment determinants. Meaning of ETOP and environmental scanning. Micro and macro environment and its impact on business.	Developing case studies of Growth of companies like Patanjali, Adani etc. Role of macro environmental factor in their growth. Listing of micro and macro environmental factor Affecting business. Role of political and regulatory environment
	Part A: Employability Skills / Unit 2: SELFMANAGEMENT SKILLS-III	1. Goal Setting: Setting clear, achievable goals and prioritizing tasks. 2. Time Management: Managing time effectively to meet deadlines and achieve goals. 3. Self-Motivation: Developing strategies to stay motivated and focused. 4. Stress Management: Managing stress and emotions in a healthy way. 5. Self-Reflection and Evaluation: Regularly reflecting on progress, identifying areas for improvement, and adjusting strategies accordingly.	1. Goal Setting Worksheet 2. Time Management Exercise 3. Prioritization Activity 4. Mindfulness Meditation 5. Reflective Journaling
Sep-25	UNIT-3: Segmentation targeting and positioning	Meaning of segmentation, Basis of segmentation and its importance. Understanding targeting, types of targeting. Positioning : meaning and basis of positioning	Case study of NANO car by TATA and case study of Positioning of Wagon R by MARUTI in SUV market
	Part A: Employability Skills / Unit 3 : ICT Skills-III	Demonstration and practice of the following: • Listing the features of word processing • Listing the software packages for word processing • Opening and exit the word processor • Creating a document	Practical Activities 1. Word Processing Features Listing: Create a list of key features of word processing software. 2. Word Processing Software Comparison: Research and compare different word processing software packages (e.g. Microsoft Word, Google Docs). 3. Word Processor Navigation: Practice opening and exiting a word processor. 4. Document Creation: Create a new document using a word processor and format it according to specific requirements. 5. Document Editing Exercise: Edit a sample document to practice basic word processing skills (e.g. formatting, inserting images).
	MID TERM EXAMINATION 16 SEPTEMBER 2025-1 OCTOBER 2025		

Oct-25	UNIT – 4: . Fundamentals of Marketing Mix	Introduction of marketing mix characteristics of marketing mix. Identify different marketing mix of Product / service Marketing mix for consumer goods and services. 4 P'S to 4 C's	Develop marketing mix for different products. Visit different organisation and find the stages involved in developing marketing mix. Prepare list of 5 products in each categories on the basis of usage, durability and tangibility. Preparing marketing mix of prominent consumer goods and service providers.
	Part A: Employability Skills/UNIT 4: ENTREPRENEURIAL SKILLS- III	1. Business Planning: Creating a business plan, defining mission and vision statements. 2. Market Analysis: Conducting market research, analyzing competition, and identifying target audience. 3. Financial Planning: Estimating startup costs, projecting revenue, and managing finances. 4. Marketing Strategies: Developing marketing plans, branding, and promotional activities. 5. Risk Management: Identifying potential risks, developing mitigation strategies.	1. Entrepreneurial Story Analysis: Read and analyze stories of successful entrepreneurs to identify key values. 2. Value Identification Group Discussion: Discuss and list entrepreneurial values exhibited by successful entrepreneurs. 3. Ice Breaking Activity: Participate in ice-breaking activities that demonstrate entrepreneurial values (e.g. risk-taking, creativity). 4. Group Project: Work in groups to complete a project that requires exhibiting entrepreneurial values (e.g. teamwork, innovation). 5. Reflective Journaling: Write a reflective journal on how entrepreneurial values can be applied in personal and professional life.
Nov-25	UNIT: 5 Consumer behaviour	Meaning of consumer behaviour. Importance of	Undertaking role play of different buyeys in buying
Dec-25	PRACTICALS	Practical Activities 1. Analyze print ads and suggest new communication methods. 2. Visit local marketing organizations and compare selling vs. marketing. 3. Identify SHREE ANNA (millets) brands and analyze target segments.	
WINTER BREAK 1 JAN 2026-15 JAN 2026			
Jan-26	Part A: Employability Skills /UNIT 5: GREEN SKILLS – III	Stakeholders in green economy Role of government and private agencies in greening cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries	Preparing posters on green Sectors/Areas: cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries
	REVISION		
ANNUAL EXAMINATION 2026			
Feb-26	REVISION		
Mar-26	ANNUAL EXAMINATION 2026		