

SESSION PLAN 2025-26 (STANDARD IX) MARKETING AND SALES

MONTH.	UNITS	TOPICS COVERED	
		THEORY	PRACTICAL
Apr-25	Unit1 Introduction of marketing & sales	<p>Session 1 : what is marketing</p> <p>Session 2: *concept of utility.</p> <p>☑ Introduction to Marketing</p> <p>☑ Product concept</p> <p>☑ Selling concept</p> <p>☑ Marketing Concept</p> <p>☑ Social Marketing Concept</p> <p>Significance/ Importance of Marketing</p> <p>☑ What is sales.</p> <p>☑ Importance of sales and needs of sales organization</p>	<p>Marketing Exercises</p> <p>1. *Marketing Concept Match*: Match marketing concepts (product, selling, marketing, social marketing) with definitions.</p> <p>2. *Real-World Examples*: Identify marketing concepts in everyday products or services.</p> <p>3. *Short Quiz*: Take a quiz on key marketing terms and concepts.</p> <p>4. *Group Brainstorm*: Brainstorm examples of successful marketing campaigns.</p> <p>5. *Marketing Mix*: Identify product, price, place, and promotion strategies for a chosen product.</p> <p>These exercises introduce fundamental marketing concepts.</p>
	Employability Module UNIT 1- Communications Skills	<p>Introduction to General Employability Module</p> <ul style="list-style-type: none"> • Methods of communication • Meaning of communication • Importance of communication skills • Elements of communication cycle • Perspectives in communication • Factors affecting perspectives in communication • Writing skills related to the following-Phrases, Kinds of sentences, Parts of sentence, Parts of speech, Use of articles, Construction of a paragraph 	<p>Activities-</p> <ul style="list-style-type: none"> • Self Introduction • Role Play • Group Discussions • Debates • Art & Craft • Word Games • Story Telling • Brain Teasers • Mindfulness • Quiz
May-25	Unit 2 Concept of market	<p>Session 1 : Concept of market</p> <p>Session 2: Competition</p> <p>Session 3 : Product market</p> <p>Session:4Service market</p> <p>☑ Introduction to concept of market.</p> <p>Exchange concept.</p> <p>☑ Online market</p> <p>☑ Definition of competition and it's types</p> <p>☑ Product market.</p> <p>☑ Service market and it's nature and characteristics</p>	<p>Practical Activities</p> <p>1. Create a PPT on marketing concepts.</p> <p>2. Identify products for each concept.</p> <p>3. Analyze utility creation in products.</p> <p>4. Role-play sales scenarios.</p> <p>5. Analyze ads for marketing concepts.</p>
SUMMER VACATION (11TH MAY- 30TH JUNE)			
Jun-25	SUMMER VACATION (11TH MAY- 30TH JUNE)		

Jul-25	Unit 3 : Basic Concept Of sales and Selling	Session 1. Concept of selling Session 2 : Types of selling Session 3 : Selling task Session 4 : Intermediaries / Channels of distributions. Types of selling <input checked="" type="checkbox"/> Types of selling task <input checked="" type="checkbox"/> Meaning and types of Intermediaries <input checked="" type="checkbox"/> Functions of Intermediaries <input checked="" type="checkbox"/> Factors affecting choice of intermediaries. <input checked="" type="checkbox"/> Online intermediate models.	Activity: 1. Make a PowerPoint presentation of selling of product in market 2. Give a list of product to the student and them to identify different selling types used in selling the product 3. Choose a product or services of your choice and identify what kind of intermediaries are selling the product in the market.
	Employability Module UNIT 2- Self Management Skills	<ul style="list-style-type: none"> • Meaning of self-management • Positive results of self-management • Self-management skills • Factors that help in building self-confidence – social, cultural, and physical factors • Self-confidence building tips - getting rid of the negative thoughts, thinking positively, staying happy with small things, staying clean, hygienic and smart, chatting with positive people, etc. 	<ul style="list-style-type: none"> • Identification of self-management skills • Strength and weakness analysis • Role play exercises on building self-confidence • Use of positive metaphors/ words • Positive stroking on wakeup and before going bed • Helping others and working for community • Activities/Q&A
Aug-25	Unit 4 : Understanding customer and consumer	Session 1 : Understanding consumer and customer Session 2 : Types of customer Session 3 : Buyers behavior Session 4 : Factors influencing buyers behavior Introduction to Consumer and customer <input checked="" type="checkbox"/> Difference between business versus Individual buyer. <input checked="" type="checkbox"/> Difference between customer and consumer. Meaning of buyers behavior <input checked="" type="checkbox"/> Types of needs <input checked="" type="checkbox"/> Importance of understanding Buyers behavior <input checked="" type="checkbox"/> Factor influencing buyers behavior	Activity : makeup PowerPoint presentation on difference between consumer and customer and types of customer
	Employability Module UNIT 3- ICT Skills Part A	<ul style="list-style-type: none"> • Introduction to ICT • Role and importance of ICT in personal life and at workplace • ICT in our daily life (examples) • ICT tools - Mobile, tab, radio, TV, email, etc. • Computer system - Central Processing Unit (CPU), memory, motherboard, storage devices • Hardware and software of a computer system • 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 	<ul style="list-style-type: none"> • Discussion on the role and importance of ICT in personal life and at workplace. • Preparing posters / collages for showing the role of ICT at workplace • Connecting the cables and peripherals to the Central Processing Unit • Starting and shutting down a computer • Group discussion on the various aspects of hardware and software
Sep-25	Unit1 5 Activities in sales and marketing	Session 1 : Sales task Session 2: Money collection and sales reporting Session 3 : Role of marketing, Professional Session: 4 Role of salesman Concept of sales task. <input checked="" type="checkbox"/> Order getting and order taking. <input checked="" type="checkbox"/> Order processing. <input checked="" type="checkbox"/> Order delivery. <input checked="" type="checkbox"/> Money collection <input checked="" type="checkbox"/> What is sales? <input checked="" type="checkbox"/> Daily sales reporting <input checked="" type="checkbox"/> Role of the marketers	Activity: 1. Make a PowerPoint presentation on the difference activity in order processing of direct sale and online sale. 2. Collect few specimens of invoices and payment instrument used by buyers in selling 3. Prepare production plan of a product of your choice keeping in view role of Marketer.

	Employability Module UNIT 3- ICT Skills Part B	<ul style="list-style-type: none"> • Peripherals devices and their uses – mouse, keyboard, scanner, webcam, etc. of a computer system • Primary operations on a computer system – input, process, storage, output, communication networking, etc. 	<ul style="list-style-type: none"> • 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
MID TERM EXAMINATION 16 SEPTEMBER 2025-1 OCTOBER 2025			
Oct-25	Employability Module UNIT 4- Entrepreneurial Skills Part B	<ul style="list-style-type: none"> • Meaning of entrepreneurship development • Distinguishing characteristics of entrepreneurship • Role and rewards of entrepreneurship 	<ul style="list-style-type: none"> • 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
	Employability Module UNIT 4- Entrepreneurial Skills Part A	<ul style="list-style-type: none"> • Types of businesses – service, manufacturing, hybrid • Types of businesses found in our community Business activities around us 	<ul style="list-style-type: none"> • 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
Nov-25	PRACTICAL		
Dec-25	PRACTICAL	Projects and Files	
WINTER BREAK 14 OCT 2025 - 31 OCT 2025			
Jan-26	Employability Module UNIT 5- Green Skills	<ul style="list-style-type: none"> • Introduction to environment, • Relationship between society and environment, ecosystem and factors causing imbalance • Natural resource conservation • Environment protection and conservation • Definition of green economy • Importance of green economy 	<ul style="list-style-type: none"> • Group discussion on hazards of deteriorating environment • Prepare posters showing environment conservation • Discussion on various factors that influence our environment • 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
Feb-26	REVISION		
Mar-26	ANNUAL EXAMINATION 2026		