

BLOOM PUBLIC SCHOOL
Vasant Kunj, New Delhi
Syllabus : 2018-19
SUBJECT : Marketing

Class : XII

MONTH	CONTENT CHAPTERS (CBSE NOTES- SOFT COPY)
March	UNIT 1 (Contd.)
April	UNIT 1
May	UNIT 2 (Contd.)
July	UNIT 2 Periodic 1
August	UNIT 3
September	UNIT 4 Periodic test 2
October	UNIT 5(Contd.)
November	UNIT 5 (Contd.) Periodic test 3
December	Pre-Board 1
January	Pre-Board 2
February	Viva

Assessment Syllabus

1. PERIODIC TEST- I (JULY) :Chapters 1,2,
2. PERIODIC TEST (SEP): Chapters 3,2
3. PERIODIC TEST - 2 (NOV): Chapter 4
4. Yearly Exam (FEB) : Chapters 1,2,3,4 and 5

CHAPTERS

UNIT 1 Product

UNIT 2 Price

UNIT 3 Place Decision: Channels of Distribution

UNIT 4 Promotion

UNIT -5 Emerging Trends in Marketing