

BLOOM PUBLIC SCHOOL
Vasant Kunj, New Delhi
Syllabus: 2019-20
Subject : Marketing

Class : XI

MONTH	CONTENT CHAPTERS (CBSE NOTES-soft copy)
April	Unit 1 Introduction to Marketing (contd.)
May	Unit 1 Introduction to Marketing
July	Unit 2 Marketing Environment
August	Unit 3 Segmentation ,Targeting and Positioning (contd.)
September	Unit 3 Segmentation ,Targeting and Positioning Revision
October	Unit 4 Fundamentals of Marketing Mix(contd.)
November	Unit 4 Fundamentals of Marketing Mix
December	Unit 5 Consumer Behaviour(contd.)
January	Unit 5 Consumer Behaviour (contd.) REVISION
February	Yearly Assessment

Assessment Syllabus

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

CHAPTERS

UNIT 1 Introduction to Marketing

UNIT-2 Marketing Environment

UNIT-3 Marketing Segmentation, Targeting and Positioning

UNIT-4 Fundamentals of Marketing Mix

UNIT-5 Consumer Behaviour