

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

**SUBJECT: Marketing and Sales**

**Class: IX**

<b>MONTH</b>	<b>CONTENT CHAPTERS</b>
April	Unit 1: Introduction to Marketing and Sales
May	Unit 1: Introduction to Marketing and Sales (Contd.)
July	Unit 2: Concept of Market
August	Unit 2: Concept of Market (Contd.) Unit 3: Basic Concept of Sales and Selling
September	Revision
October	Unit 3: Basic Concept of Sales and Selling (Contd.)
November	Unit 4: Understanding Customer and Consumer
December	Unit 4: Understanding Customer and Consumer (Contd.)
January	Unit 5: Activities in Sales and Marketing
February	Revision
March	Final Assessment

**Assessment Syllabus**

**PERIODIC ASSESSMENT- I (JULY-AUGUST):**

Unit 1: Introduction to Marketing and Sales

**PERIODIC ASSESSMENT- II (SEPTEMBER):**

Unit 1: Introduction to Marketing and Sales

Unit 2: Concept of Market

**PERIODIC ASSESSMENT- III (NOVEMBER-DECEMBER):**

Unit 1: Introduction to Marketing and Sales

Unit 2: Concept of Market

Unit 3: Basic Concept of Sales and Selling

**ANNUAL ASSESSMENT (MARCH):**

Unit 1: Introduction to Marketing and Sales

Unit 2: Concept of Market

Unit 3: Basic Concept of Sales and Selling

Unit 4: Understanding Customer and Consumer

Unit 5: Activities in Sales and Marketing