

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

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
August	UNIT 3
September	UNIT 4
October	UNIT 5(Contd.)
November	UNIT 5 (Contd.)
December	Pre-Board 1
January	Pre-Board 2
February	Viva

CHAPTERS

UNIT 1 Product

UNIT 2 Price

UNIT 3 Place Decision: Channels of Distribution

UNIT 4 Promotion

UNIT -5 Emerging Trends in Marketing