

BLOOM PUBLIC SCHOOL

VasantKunj, New Delhi

Syllabus: 2019-20

Subject: Marketing

Class: X

MONTH	CONTENT UNITS (CBSE NOTES)
APRIL	UNIT I : (Sales with other functions- Introduction to Marketing Mix (Cont.) Product, Price, Place and Promotion
May	UNIT I : Sales with other functions- Introduction to Marketing Mix Product, Price, Place and Promotion Project Work
July	UNIT II : Market Segmentation, Targeting and Positioning Project Work
August	UNIT III :Basic concept of Sales and Selling (cont.) Sales process overview Prospects & characteristics a good prospect Qualifying Placing presentation Project Work
September	UNIT III : Basic concept of Sales and Selling Objections Handling objections Closing sales
October	UNIT IV: Career in selling

November	UNIT V : Skills in selling Hard skills Project Work
December	UNIT V : Skills in selling Soft Skills Project Work
January	PRE- BOARD 1
February	PRE- BOARD 2
March	CBSE BOARD