

NAME OF THE DEPARTMENT -COMMERCE - Marketing SYLLABUS BREAK UP 2021-22 -AJI													
Name of the Subject Teacher:- Ms. K. Shamala Ganapathy						Grade:- 12 B							
MONTH	WEEK	Unit/Section	No of Periods	Topic Break Down / for Periods/Learning objectives / progression	Learning Outcomes/ Skills acquired	Activities (Formative assessment tasks, projects, Visits) INCLUDING VIRTUAL LEARNING	Teaching Aids / Reference/ Resources	Competencies and Values	MY IDENTITY	Cross curricular link	Art Integration	Artificial Intelligence	
April	5	Product- meaning and importance of the product.	6	1. Meaning of product 2. Components of product. 3. characteristics of product. 4. importance of product to a firm. 5. product levels.	1. meaning of product. 2. importance of product in marketing. 3. product levels.	1. MCQ's for assessment. 2. visit to departmental stores. 3. Enlist the product levels of goods and services.	PPT TEAMS FORMS SHARED DRIVE	Collaboration, Integrity Collectivism, Competitive spirit, Tolerance, innovative skills and Research skills.	1. Mention the products which help in marketing. 2. Explain the importance of these products for the economy of U.A.E.	Gr 11 Marketing and Business studies Gr 12 Business studies	To mind map the different levels of product		
		Product- classification of consumer product.	5	1. meaning of consumer products. consumer goods their 2. types and features 3. product mix and product line.	1. understanding the consumer products. 2. discussing the types of consumer products. 3. comprehension of features of consumer products.	1. Identify the different types of consumer goods. 2. Enlist the sub classification of consumer goods.	PPT TEAMS FORMS SHARED DRIVE	Collaboration, Integrity Collectivism, Competitive spirit, Tolerance, innovative skills and Research skills.	Discuss the various consumer products available in the market with their sub classification in relation to GCC countries and in particular U.A.E.	Gr 11 Marketing and Business studies Gr 12 Business studies	To create an Envelope		
		Product- classification of Industrial products.	7	1. meaning of Industrial products. 2. Industrial goods their types and features 3. product mix and product line.	1. understanding the Industrial products. 2. discussing the types of Industrial product 3. Comprehension of features of Industrial products.	1. Identify the different types of Industrial goods. 2. Enlist the sub classification of Industrial goods.	PPT TEAMS FORMS SHARED DRIVE	Collaboration, Integrity Collectivism, Competitive spirit, Tolerance, innovative skills and Research skills.	Discuss the various consumer products available in the market with their sub classification in relation to U.A.E. countries in particular to AI Ain.	Gr 11 Marketing and Business studies Gr 12 Business studies	To mind map the different classification of product		
		Product life cycle - concepts and stages.	7	the different stages of product life cycle. A) Introduction stage. B) Growth stage. C) Maturity stage. D) Decline stage.	1. Discussion of the different stages of product life cycle. 2. the different stages of product life cycle and its impact on product.	project work. Prepare a list of products observe how they have moved through different stages of product life cycle.	PPT TEAMS FORMS SHARED DRIVE	Collaboration, Integrity Collectivism, Competitive spirit, Tolerance, innovative skills and Research skills.	Graph the stage of "Tourism Industry" in U.A.E.	Gr 11 Marketing and Business studies Gr 12 Business studies	To draw and represent the product life cycle with human life cycle	To use the mathematical calculations to use origami to make a packet for any product.	
		labelling, packaging and branding.	7	1. packaging concept and its role in marketing. 2. importance and functions of packaging. 3. qualities of good packaging. 4. labelling 5. Branding	1. detail the concept of packaging along with various role it plays in marketing. 2. Explain the importance of packaging and the functions of packaging. 3. comprehend the important features of good packaging and the types of packaging. 4. Detail the concept of labeling in the current context. 5. Branding and its terms.	project work 1. on functions, importance of packaging. 2. the skill of creating a label. 3. project work on comparison of different brands of a product.	PPT TEAMS FORMS SHARED DRIVE	Collaboration, Integrity Collectivism, Competitive spirit, Tolerance, innovative skills and Research skills.	1. Research on the packing of Dates in AI Ain. 2. Visit a retail outlet and find the different brands of Dates available in the market.	Gr 11 Marketing and Business studies Gr 12 Business studies	To draw a label and mention all elements for TEA as a product	To use the mathematical calculations to use origami to make a packet for any product.	
May	4	Promotion -	4	Concept of promotion importance of promotion	To describe the concept of promotion. To enhance the importance of promotion	Interactive lecture discussing the concept and use of promotion. Discussion the importance of promotion.	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	To have a questionnaire and interview any 10 students of different nationalities to gain information about the importance of promotion.	Gr 11 Marketing and Business studies Gr 12 Business studies	Mind mapping of the medias of advertising		
		Promotion	4	Elements of promotional mix	to describe the elements of Promotional mix.	Discussing the various elements of Promotional Mix.	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	To discuss with any 10 different adults of different nationalities visiting a mall regarding the effectiveness of different promotional mix.	Gr 11 Marketing and Business studies Gr 12 Business studies	To create a poster creatively of a product or service	To create a film or video with music to advertise the product	
		Promotion	2	Factors affecting the selection of Promotional Mix.	to explain the various factors that are affecting the selection of promotional mix.	discussing the selection factors of promotional mix.	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	To discuss as per the newspaper reports the various factors affecting the UAE business market with relation to Promotional activities.	Gr 11 Marketing and Business studies Gr 12 Business studies	To devkio a oriduct originally	To create a film or video with music to advertise the product	
		Emerging Trends in Marketing - Service market	1	1. Define and understand the meaning of service marketing. 2. the characteristics of services.	1. to Identify the importance of services and their role in India's GDP	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital competencies, critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	to research the service sector in UAE and its impact on GDP.	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To research and flip classroom with help of google and different applications to enhance learning	
		Emerging Trends in Marketing - Service market	1	3. to identify the different types of services and its importance.	1. to Identify the importance of services and their role in India's GDP	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital competencies, critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	to discuss the features of services and its relation in the UAE market	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To research and flip classroom with help of google and different applications to enhance learning	
		Emerging Trends in Marketing - Service market	1	to lay emphasis on service quality .	1. To specify the scope of services in the market.	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital competencies, critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	to research and identify the types of services available in the UAE market.	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To research and flip classroom with help of google and different applications to enhance learning	
		Emerging Trends in Marketing - Service market	2	Project work on services in comparison with physical goods.	1. To specify the scope of services in the market.	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital competencies, critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	to research and identify the types of services available in the UAE market.	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To research and flip classroom with help of google and different applications to enhance learning	
Online Marketing and Social Media Marketing	1	1. Define and understand the meaning of online marketing.	1. to identify set of companies that are helped by online marketing	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital competencies, critical thinking , collaboration, team work, global awareness. Independent learning, care, empathy, integrity , respect	to Case study on the quality of services	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To research and flip classroom with help of google and different applications to enhance learning			

	Online Marketing and Social Media Marketing	2	advantages of online marketing in relation to different social media .	1. to identify set of companies that are helped by online marketing	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital competencies, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	To judge by what customer of UAE think with regard to the service provided in UAE and its quality.	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To researh and flip classroom with help of google and different applicaitions to enhance learning
	Online Marketing and Social Media Marketing	3	describing the social media marketing. Its relation w	1. identify plantforms used for social media marketing	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital competencies, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	to discuss the various online marketing happening in reality in the UAE market.	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To researh and flip classroom with help of google and different applicaitions to enhance learning
	Online Marketing and Social Media Marketing	3	advantages and disadvantages of social media marketing in specific with different medias.	1. identify plantforms used for social media marketing	Visit to any service offering organisation	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital Competencies, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	to analyze the social media marketing	Gr 11 Marketing and Business studies Gr 12 Business studies	To identify the social media marketing and mind map with their merits and demerits	To researh and flip classroom with help of google and different applicaitions to enhance learning
June	4	Meaning and importance of pricing	1. Introduction of P - price 2. meaning of Price & Pricing. 3. Defination of price 4. importance of pricing to a firm 5. Importance of pricing to a consumer.	1. explain the meaning of price in marketing. 2. to comprehend the relationship between price and other three p's of marketing mix. 3. information of signfricance of pricing for a firm. 4. information of signfricance of pricing for consumers.	1. visit to Al Ain Dairy to note the pricing strategies followed for different products.	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	communication, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	Research the different manufacturing and service organisations and gathe information regarding their objectives associated with pricing.	Gr 11 Marketing and Business studies Gr 12 Business studies Gr 11 and 12 Economics	To mid mapping	
		factors affecting pricing	1. the various Internal factors affecting product pricing.2. objectives of the firm 3. role or top management 4. marketing mix. 5. size and location of the organisation.	1. Ennumerate the internal factors affecting product pricing and their signfricance. - 2. Each factor is discussed seperately.	1. visit to Departmetnal stores to note the internal factors that contribute towards pricing of a product	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	communication, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	Enlist the different internal factors affecting product price in the departmental store you visited in Al Ain.	Gr 11 Marketing and Business studies Gr 12 Business studies Gr11 and 12 Economics	mind mapping	
		factors affecting pricing	1. the various External factors affecting product pricing. 2. Demand 3. Buyers behaviour 4. competition. 5. prevalent economic conditions. 6. Government Regulations.	1. Ennumerate the External factors affecting product pricing and their signfricance. 2. Each factor is discussed seperately.	1. visit to Departmetnal stores to note the External factors that contribute towards pricing of a product	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	communication, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	Enlist the different external factors affecting product price in the departmental store you visited in Al Ain.	Gr 11 Marketing and Business studies Gr 12 Business studies Gr 11 and 12 Economics	mind mapping	
		types of pricing	1. Discussion of vairous types of pricing in the marketing. A) Demand oriented pricing. B) Cost oriented pricing C) Competition oriented pricing. D) Value based pricing.	1. Explain the basis of different pricing methods. 2. individually Illustrate the differnet types of pricing and their role in marketing. Specific cost oriented and demand oriented.	Using a questionnaire from the respondents used for branding of the product analyse the different types of pricing for chosen products.	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	communication, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	1. prepare a list of various pricing policies that have been adopted by the manufacturing and service firm in U.A.E. 2. Analyze the impact of VAT with regard to pricing of products . 3. discuss the implications of VAT on price of a product and the buying power of the customer.	Gr 11 Marketing and Business studies Gr 12 Business studies Gr 11 and 12 Economics	mind mapping	
July August	SUMMER VACATION										
September	4	Physical Distribution	Meaning & Importance of Place. Types of Distribution	1.Understanding the role of place as a part of marketing mix 2. Detailed definition of place 3. Participants of distribution system 4. Functions performed by channels of distribution	Activity: Acquaint students with the concept of Place and its acronyms. The need for a middlemen	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Collaboration,Integrity Collectivism, Competitive spirit, Tolerance, innovative skills and Research skills.	to discuss the various distribution techniques in market happening in reality in the UAE market.	Gr 11 Marketing and Business studies Gr 12 Business studies Gr 11 and 12 Economics	mind mapping	
		Physical Distribution	Factors affecting the choice of Channels of Distribution.	1. Describe: direct and indirect channels of distribution 2. Understanding of Distribution Channel Intermediaries	Interactive Lecture: Acquaint students with the direct and indirect channels of distribution Activity: 1. Take 5 products of your choice and find out which type of channel were involved before it reaches your hand.	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	Discuss the various consumer products available in the market with their subclassification in relation to GCC countries and in particular U.A.E.	Gr 11 Marketing and Business studies Gr 12 Business studies Gr 11 and 12 Economics	mind mapping	
		Physical Distribution	Functions of intermediaries.	1.Understand the functions of two main Intermediaries i.e wholesalers and retailers Identify the the functionsperformed byintermediaries	. Interactive Lecture: Discussion of Functions of Intermediaries Activity: Visit in a team of four-five students to different marketing organisations in your locality (retailers, wholesalers, distributor etc.).	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	Digital Competencies, critical thinking , collaboration,team work, global awarness.Independent learning,care, empathy, integrity , respect	To have a questionnaire and interview any 3 intermediaries of different nationalities to gain information about the importance of physical distribution	Gr 11 Marketing and Business studies Gr 12 Business studies Gr 11 and 12 Economics	mind mapping	
October	2	Employability skills	1. Communication skill	Understand the techniques and importance of communication skills to a marketer.	Assessments Visits with social Distancing Activity to enhance Writing and speaking skills	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	ICT Skills, Decision making skill innovative skills and Research skills.Collaboration,Integrity, Collectivism, Competitive spirit, Tolerance,	Linking with role play of parents , organisational staff and connecting to activites performed to day to day life.within the organisaition and home.	Employability skills are linked with Gr 11 Marketing , Gr 11 and 12 Psychology, Economics. Business and Science and Languages like English and Arabic	Role play like an actor in leadership role	
		Employability skills	Entrepreunal skills	Report the importance of learning entrepreneurial skills to a marketer.	Assessments Visits with social Distancing activities to develop enterpreuneral skills	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	ICT Skills, Decision making skill innovative skills and Research skills.Collaboration,Integrity, Collectivism, Competitive spirit, Tolerance,	Linking with role play of parents , organisational staff and connecting to activites performed to day to day life.within the organisaition and home.	Employability skills are linked with Gr 11 Marketing , Gr 11 and 12 Psychology, Economics. Business and Science and Languages like English and Arabic	Role play like an Entrepreneur and starting a business with business plan	
		Employability skills	Green skills	Analyze the important Green skills required to a marketer.	Assessments Visits with social Distancing To develop products and discussion of saving Planet Earth and making the world green place to livit	PPT SMART BOARD TEAMS FORMS SHARED DRIVE .	ICT Skills, Decision making skill innovative skills and Research skills.Collaboration,Integrity, Collectivism, Competitive spirit, Tolerance,	Linking with role play of parents , organisational staff and connecting to activites performed to day to day life.within the organisaition and home.	Employability skills are linked with Gr 11 Marketing , Gr 11 and 12 Psychology, Economics. Business and Science and Languages like English and Arabic	to role like NGO officials working and a film / video is developed	

