

SYLLABUS FOR CLASS 12
MARKETING

PT1 EXAMINATION

CHAPTER NO	TITLE OF THE CHAPTER
1.	<u>MARKETING</u> PRODUCT

EMPLOYABILITY SKILLS

CHAPTER NO	TITLE OF THE CHAPTER
1.	<u>COMMUNICATION SKILLS IV</u>

MID TERM

CHAPTER NO	TITLE OF THE CHAPTER
1.	<u>MARKETING</u> PRODUCT
2.	PRICE
3.	PLACE AND DISTRIBUTION MIX
4.	PROMOTION
5.	EMERGING TRENDS IN MARKETING

EMPLOYABILITY SKILLS

CHAPTER NO	TITLE OF THE CHAPTER
1.	<u>COMMUNICATION SKILLS IV</u>
2.	SELF MANAGEMENT SKILLS

PREBOARD 1

CHAPTER NO	TITLE OF THE CHAPTER
1.	<u>MARKETING</u> PRODUCT
2.	PRICE
3.	PLACE AND DISTRIBUTION MIX
4.	PROMOTION
5.	EMERGING TRENDS IN MARKETING

EMPLOYABILITY SKILLS

CHAPTER NO	TITLE OF THE CHAPTER
1.	<u>COMMUNICATION SKILLS IV</u>
2.	SELF MANAGEMENT SKILLS
3.	INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS IV
4.	ENTREPRENEURSHIP SKILLS IV
5.	GREEN SKILLS

PRE- BOARD 2
FULL SYLLABUS