

**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.	<u>SELF MANAGEMENT SKILLS</u>

**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.	<u>SELF MANAGEMENT SKILLS</u>
3.	<u>INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS IV</u>
4.	<u>ENTREPRENEURSHIP SKILLS IV</u>
5.	<u>GREEN SKILLS</u>

**PRE- BOARD 2**  
**FULL SYLLABUS**