

CBSE Syllabus For Class 12 Marketing

Part B: Vocational Skills

- Unit 1 - Product
- Unit 2 - Price Decision
- Unit 3 - Place Decision: Channels of Distribution
- Unit 4 - Promotion
- Unit 5 - Emerging Trends in Marketing

1. Product

- Meaning & Importance of Product.
- Classification of Product.
- Product Life Cycle - Concept & Stages.
- Role of Packaging & Labeling.

2. Price Decision

- Meaning and Importance of Price.
- Factors Affecting Pricing.
- Types of Pricing.

3. Place Decision: Channels of Distribution

- Meaning & Importance of Place.
- Types of Distribution.
- Factors affecting the choice of Channels of Distribution.
- Functions of intermediaries.

4. Promotion

- Meaning & Need of Promotion.
- Elements of Promotion Mix.
- Factors affecting the selection of Promotion.

5. Emerging Trends in Marketing

- Service Marketing.
- Online Marketing.
- Social Media Marketing.