

CURRICULUM
SESSION 2026-27
CLASS - XI
SUBJECT- Marketing

Dates	Examination	Marks	Topics
6th-14th July, 2026	PWT-1	20	PART A- Employability Skills
			Unit- 1: Communication Skills
			Part B- Subject Specific Skills
			Unit 1: Introduction to Marketing
10th - 24th Sep, 2026	Mid-Term Exam	60	PART A- Employability Skills
			Unit- 1: Communication Skills
			Unit 2- Self- Management Skills
			Unit 3: ICT Skills
			Part B- Subject Specific Skills
			Unit 1: Introduction to Marketing
			Unit 2: Marketing Environment
7th - 15th Dec, 2026	PWT-2	20	PART A- Employability Skills
			Unit 4: Entrepreneurial Skills
			Part B- Subject Specific Skills
			Unit 3: Marketing Segmentation, Targeting, and Positioning
Feb - Mar, 2027	Annual Exam	60	Full Syllabus