

Sir Padampat Singhania Education Centre Kamla Nagar, Kanpur

Lesson Plan
Session 2025 - 2026
Class: _XI_

Head of Department

Subject : Marketing

Book :

Subject Coordinator

Name: Harshleen Kaur Name: Mr. Shubham Dhawan

Sign: Sign:



Yearly Syllabus/Planning overview

Session: 2025-2026

Subject : ____Marketing____ Class : _XI_ No. of periods : 192

Month	Assessed in	Lesson/s to be covered	Period Count
April	April	Unit 1: Introduction to Marketing	20
May	May	Unit 1: Introduction to Marketing	32
June	June	Unit 2: Marketing Environment	00
July	July	Unit 2: Marketing Environment	25
August	August	Unit 3: Marketing Segmentation, Targeting & Positioning	24
September	September	Unit 3: Marketing Segmentation, Targeting & Positioning	08
October	October	Unit 4: Fundamentals of Marketing Mix	
November	November	Unit 4: Fundamentals of Marketing Mix	
December	December	Unit 5: Consumer Behaviour	15
January	January	Unit 5: Consumer Behaviour	16
February	February	Revision	12
March	March	Annual Exam	0

Subject coordinator: : Harshleen Kaur

Ir. Shubham Dhawan

Kamla Nagar, Kanpur

Monthly Syllabus/Planning overview Session: 2025-2026

Subject : _____Marketing Class : _XI__No. of periods : 168

Subject	:	Marketir	Class:_XI_No. of periods	: 168		
Month		Lesson /s to be covered in classroom		Date/Week Lesson/s to be covered in classroom		Period
Wollen	From	То	•	Count		
April	Apr 16, 2025	Apr 30, 2025	1.Concept of marketing 2. Definition and Meaning of MarketingUnderstanding of Marketing concept in day-to-day life.	20		
May	May 1, 2025	May 31, 2025	1.Concept of marketing 2. Definition and Meaning of Marketing Understanding of Marketing concept in day-to-day life. Difference between manufacturer and marketer 3. Objectives of Marketing 4. Detailed definition of Marketing .1. Identify different manufacturers and marketers of products 2. Understand marketing by understanding need, wants, demands, market offerings 3. Understand objectives of marketing 4. Understand customer value and customer satisfaction in marketing	32		
June	June 26, 2025	June 30, 2025	SUMMER VACCATIONS	00		
July	July 1, 2025	July 31, 2025	1.Understand Scope of Marketing 2. Importance of Marketing, Describe the scope of marketing-by-marketing people, ideas, experience, events, places, properties, organizations and information 2. What is a Market and Types of Markets 3. Importance of marketing to marketers, customer and society Specify scope of marketing by supporting examples in each case mentioned	25		
August	Aug 1, 2025	Aug 31, 2025	Identify types of markets on the basis of level, customers and medium. Specify the role of marketing in development of economy, in a company, society and consumers	24		
September	Sep 1, 2025	Sep 30, 2025	Evolution of different Marketing Philosophies 1. Understand the evolution of marketing through production concept, product concept, selling concept, Marketing concept and societal marketing concept Distinguish between marketing and selling	08		
October	Oct 1, 2025	Oct 31, 2025	 Identify the basic ideology behind each concept evolved Enumerate supportive examples for each concept 3. Concept of Marketing and Selling 	20		
November	Nov 1, 2025	Nov 30, 2025	1. Explain marketing and selling as different concepts 2. Understanding different ideologies behind the concepts	20		
December	Dec 1, 2025	Dec 31, 2025	1. Identify the point of differences in the marketing and selling concepts 2. List out the components essential for	15		

			selling and marketing	
January	Jan 5, 2024	Jan 31, 2024	Identify the point of differences in the marketing and selling concepts 2. List out the components essential for selling and marketing	16
February	Feb 1, 2024	Feb 29, 2024	Revision	12
March	Mar 1, 2024	Mar 31, 2024	Annual Exam	0

Subject coordinator: Harshleen Kaur HOD: Mr. Shubham Dhawan

Sir Padampat Singhania Education Centre Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

: _____Marketing____ Class : _XI__ No. of periods: ___ Subject : Subject

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK .	1_: 16/04/2025 to19/04/2025		Period Count:4
PD1	Introduction to Concept and Definition Of Marketing		
PD2	Introduction to Concept and Definition Of Marketing		
PD3	What does the term marketing mean?		
PD4	Need(s), Want(s) and Demand(s)		
WEEK	Z_2: 21/04/2025 to26/04/2025		Period Count:6
PD1	Maslow's Hierarchy of Needs		
PD2	Need(s), Want(s) and Demand(s)		
PD3	Revision		
PD4	Revision		
PD5	Revision		
PD6	Revision		

Subject coordinator

Supervisor

Principal/V. Principal



Subject

Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Weekly planning overview

Session: 2025-2026
: ____Marketing____ Class : _XI__No. of periods : _11__

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEE	K _3_: _28/04/2025 to_03/05/2025_	Peri	iod Count:5_
PD1	Maslow's Hierarchy of Needs		
PD2	Objectives of Marketing		
PD3	Objectives of Marketing		
PD4	Create a Market Offering		
PD5	Product & Services		
PD6	Customer Value & Customer Satisfaction		
WEI	EK _4_: _05/05/2025 to_10/05/2025_	Per	iod Count:6
PD1	Customer Value & Customer Satisfaction		
PD2	Exchange Process		
PD3	Exchange Process		
PD4	Scope and Importance of Marketing		
PD5	Scope and Importance of Marketing		
PD6	Scope and Importance of Marketing		



Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ____Marketing____ Class : _XI_ No. of periods:11: ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEE	K _5_: _12/05/2025_ to_17/05/2025	Per	riod Count:5_
PD1	Scope and Importance of Marketing		
PD2	What is a market		
PD3	The Importance of Marketing		
PD4	Buddha Purnima		
PD5	Importance to the Marketers		
PD6	Importance to Customers		
WEEK	X_6_: _19/05/2025 to24/05/2025	Pe	eriod Count:6
PD1	Importance to the Society		
PD2	Marketing Philosophies		
PD3	Marketing Philosophies		
PD4	Revision		
PD5	Revision		
PD6	Revision		



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Weekly planning overview

Session: 2025-2026 Class: XI

Subject	:Marketing Clas	s :_XI_	No. of per	riods : _06
Period	Topic/s to be covered in classroom	n	Homework	Status (Yes/No) (Reason if No)
WEEK	_7_:26/05/2025 to30/05/2025		Pe	eriod Count:6
PD1	Importance to the Society			
PD2	Marketing Philosophies			
PD3	Marketing Philosophies			
PD4	Revision			
PD5	Revision			
PD6	Revision			
WEF	EK _8_:31/05/2025_ to_7/06/2025		Peri	od Count:0
PD1	SUMMER BREAK			
PD2	SUMMER BREAK			
PD3	SUMMER BREAK			
PD4	SUMMER BREAK			
PD5	SUMMER BREAK			
PD6	SUMMER BREAK			



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Weekly planning overview Session: 2025-2026

Subject : ____Marketing Class : _XI__No. of periods :0 ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK	_9_:9/06/2025 to14/06/2025	P	eriod Count: _3
PD1	SUMMER BREAK		
PD2	SUMMER BREAK		
PD3	SUMMER BREAK		
PD4	SUMMER BREAK		
PD5	SUMMER BREAK		
PD6	SUMMER BREAK		
WEEK	_10_:16/06/2025 to21/06/2025	1	Period Count: 0
PD1	SUMMER BREAK		
PD2	SUMMER BREAK		
PD3	SUMMER BREAK		
PD4	SUMMER BREAK		
PD5	SUMMER BREAK		
PD6	SUMMER BREAK		



Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ___Marketing___ Class : _XI_ No. of periods : _08__

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _	11_:23/06/2025 to28/06/2025	P	eriod Count: 02
PD1	SUMMER BREAK		
PD2	SUMMER BREAK		
PD3	SUMMER BREAK		
PD4	SUMMER BREAK		
PD5	Recapitulation		
PD6	Recapitulation		
WEEK	_12_:30/06/2025 to05/07/2025	P	eriod Count: _06
PD1	Production Concept		
PD2	Product Concept		
PD3	Selling Concept		
PD4	Marketing Concept		
PD5	Marketing vs. Selling		
PD6	Marketing vs. Selling		



Kamla Nagar, Kanpur

Weekly planning overview

Session: 2025-2026 Class: XI

Subject	:Marketing Class : _XI_	No. of periods : _11	
Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK	_13_:07/07/2025 to12/07/2025	1	Period Count: 5
PD1	Distinguish Between Marketing Concept and Selling Concept		
PD2	Societal Marketing Concept		
PD3	Relationship Marketing		
PD4	Comparative Analysis of Marketing Philosophies		
PD5	MEANING AND IMPORTANCE OF ENVIRONMENT		
PD6	Holiday		
WEEK	_14_: _14/07/2025 to19/07/2025	F	Period Count: _6
PD1	Environmental Scanning		
PD2	HOLIDAY		
PD3	Environmental Scanning		
PD4	Muharram		
PD5	Importance of Environmental Scanning		
PD6	Importance of Environmental Scanning		
	Importance of Environmental Scanning		



Kamla Nagar, Kanpur

Weekly planning overview

Subject	:Marketing Class : _Xl No. of periods :				
Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)		
WEEK	_15_:21/07/2025 to26/07/2025		Period Count: _6		
PD1	Periodic Test 1				
PD2	Periodic Test 1				
PD3	Periodic Test 1				
PD4	Periodic Test 1				
PD5	Periodic Test 1				
PD6	Periodic Test 1				
WEEK	_16_:28/07/2025 to02/08/2025	1	Period Count:6		
PD1	MACRO ENVIRONMENT FACTORS				
PD2	MACRO ENVIRONMENT FACTORS				
PD3	MACRO ENVIRONMENT FACTORS				
PD4	MICRO ENVIRONMENT FACTORS				
PD5	MICRO ENVIRONMENT FACTORS				
PD6	MICRO ENVIRONMENT FACTORS				



Kamla Nagar, Kanpur

Weekly planning overview

Subject	:Marketing	Class:_Xl_	No. of periods:10
•	_		_

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK	17_:04/08/2025 to9/08/2025	Pe	riod Count:6
PD1	Meaning of Segmentation		
PD2	Importance of Segmentation		
PD3	Importance of Segmentation		
PD4	Bases of Market segmentation		
PD5	Bases of Market segmentation		
PD6	HOLIDAY		
WEEK	_18_:11/08/2025 to_16/08/2025	Pe	riod Count:4
PD1	Bases of Market segmentation		
PD2	Bases of Market segmentation		
PD3	Bases of Market segmentation		
PD4	Bases of Market segmentation		
PD5	Holiday		
PD6	Bases of Market segmentation		



Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : __Marketing____ Class : _XI_ No. of periods:12 ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _	19_:18/08/2025 to23/08/2025	Pe	riod Count: 06
PD1	Types of Segmentation		
PD2	Revision		
PD3	Doubts		
PD4	Practicing questions		
PD5	Practicing questions		
PD6	Practicing questions		
WEEK	_20_: _25/08/2025 to30/08/2025	Pe	riod Count: 06
PD1	Meaning of Targeting		
PD2	Types of Targeting		
PD3	Types of Targeting		
PD4	Types of Targeting		
PD5	Types of Targeting		
PD6	Types of Targeting		



Kamla Nagar, Kanpur

Weekly planning overview

Session: 2025-2026 Class: XI

Subject	:Marketing Cla	ass:_XI_	No.	of periods11_
Period	Topic/s to be covered in classro	om Hon	nework	Status (Yes/No) (Reason if No)
WEEK	_21_: _01/09/2025 to06/09/2025		Peı	riod Count:05
PD1				
PD2				
PD3				
PD4				
PD5				
PD6				
WEEK	_22_:08/09/2025 to13/09/23		Po	eriod Count: _6
PD1	Types of Targeting			
PD2	Selection Criteria for Targeting /Need of Tar	geting		
PD3	Selection Criteria for Targeting /Need of Tar	geting		
PD4	Failure of Target Market			
PD5	Positioning: The Battle for the Mind/ Need positioning	d for		
PD6	Bases of Positioning			



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Weekly planning overview

Subject	:Marketing C	lass:_XI_	No.	of period:0
Period	Topic/s to be covered in classro	oom H	Iomework	Status (Yes/No) (Reason if No)
WEEK	_23_:15/09/2025 to20/09/202	5	Po	eriod Count: 0
PD1	Half Yearly Examination			
PD2	Half Yearly Examination			
PD3	Half Yearly Examination			
PD4	Half Yearly Examination			
PD5	Half Yearly Examination			
PD6	Half Yearly Examination			
WEEK	_24_:22/09/2025 to27/09/202	25	Pe	eriod Count: 0
PD1	Half Yearly Examination			
PD2	Half Yearly Examination			
PD3	Half Yearly Examination			
PD4	Half Yearly Examination			
PD5	Half Yearly Examination			

Supervisor

Principal/V. Principal



Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Weekly planning overview

ì	Subject	:markeung	Class:_XI_	No. of perious:03
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Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _	25_: _29/09/2025 to04/10/2025	Pe	eriod Count: 03
PD1	Recapitulation		
PD2	HOLIDAYS		
PD3	HOLIDAYS		
PD4	HOLIDAYS		
PD5	Positioning in India - A case of NANO: it is rectified?		
PD6	Concept of Marketing Mix		
WEEK	_26_:06/10/2025 to11/10/2025	P	eriod Count: 6
PD1	Positioning in India - A case of NANO: it is rectified?		
PD2	Concept of Marketing Mix		
PD3	Concept of Marketing Mix		
PD4	Definitions of Marketing Mix		
PD5	Definitions of Marketing Mix		

Supervisor

Principal/V. Principal



Sir Padampat Singhania Education Centre

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Weekly planning overview

Subject	:Marketing Class	: _XI_	No	of periods:08
Period	Topic/s to be covered in classroom	Home	ework	Status (Yes/No) (Reason if No)
WEEK	_27_:13/10/2025 to18/10/2025		P	eriod Count: _6
PD1	HOLIDAY			
PD2	CHARACTERISTICS OF MARKETING MIX:			
PD3	CHARACTERISTICS OF MARKETING MIX:			
PD4	CHARACTERISTICS OF MARKETING MIX:			
PD5	CHARACTERISTICS OF MARKETING MIX:			
PD6	CHARACTERISTICS OF MARKETING MIX:			
WEEK	_28_:20/10/2025 to25/10/2025		P	eriod Count:2_
PD1	HOLIDAYS			
PD2	HOLIDAYS			
PD3	HOLIDAYS			
PD4	HOLIDAYS			
PD5	Consumer Behaviour			

PD6	Consumer Behaviour	

Supervisor

Principal/V. Principal



Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Weekly planning overview

Subject	:Marketing Class : _XI_	_ No	o. of periods:11
Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK	X _29_:27/10/2025_ to_01/11/2025	P	eriod Count:6
PD1	Constituents of consumer Behavior:		
PD2	Constituents of consumer Behavior:		
PD3	Importance of studying Consumer Behavior		
PD4	FACTORS AFFECTING CONSUMER BUYING BEHAVIOR		
PD5	FACTORS AFFECTING CONSUMER BUYING BEHAVIOR		
PD6	FACTORS AFFECTING CONSUMER BUYING BEHAVIOR		
WEEK	_30_:03/11/2025 to08/11/2025	1	Period Count:5
PD1	DIFFERENT BUYING ROLES		
PD2	THE CONSUMER DECISION PROCESS		
PD3	THE CONSUMER DECISION PROCESS		
PD4	CONSUMER DECISION PROCESS STAGES		
PD5	CONSUMER DECISION PROCESS STAGES		

Supervisor

Principal/V. Principal



Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ____Marketing___ Class : ___ No. of periods:10 ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No)
WEEK	_31_:10/11/2025 to15/11/2025	F	(Reason if No) Period Count: 6
PD1	CONSUMER DECISION PROCESS STAGES		
PD2	CONSUMER DECISION PROCESS STAGES		
PD3	REVISION		
PD4	CONSUMER DECISION PROCESS STAGES		
PD5	CONSUMER DECISION PROCESS STAGES		
PD6	REVISION		
WEEK	_32_:17/11/2025 to22/11/2025	P	Period Count: _4
PD1	REVISION		
PD2	REVISION		
PD3	REVISION		
PD4	REVISION		
PD5	REVISION		

PD6	REVISION	

Supervisor

Principal/V. Principal



Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ___Marketing___ Class : ___ No. of periods:11 ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _3	3_:24/11/2025 to29/11/2025		Period Count: _5
PD1	HOLIDAY		
PD2	REVISION		
PD3	REVISION		
PD4	REVISION		
PD5	REVISION		
PD6	REVISION		
·			
PD1	REVISION		
PD2	REVISION		
PD3	REVISION		
PD4	REVISION		
PD5	REVISION		

DD.C	REVISION	
PD6		

Supervisor

Principal/V. Principal



Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ____Marketing___ Class : _XI_ No. of periods:12 ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)	
WEEK .	_35_:08/12/2025 to13/12/2025		Period Count:6_	
PD1	REVISION			
PD2	REVISION			
PD3	REVISION			
PD4	REVISION			
PD5	REVISION			
PD6	REVISION			
PD1	CONSUMER DECISION PROCESS STAGES			
PD2	CONSUMER DECISION PROCESS STAGES			
PD3	REVISION			
PD4	CONSUMER DECISION PROCESS STAGES			
PD5	CONSUMER DECISION PROCESS STAGES			

PD6	REVISION	

Supervisor

Principal/V. Principal



Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ____Marketing___ Class : _XI_ No. of periods:12 ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _	37_:22/12/2025 to27/12/2025	Period Count: _6	
PD1	REVISION		
PD2	REVISION		
PD3	REVISION		
PD4	REVISION		
PD5	REVISION		
PD6	REVISION		
PD1	REVISION		
PD2	REVISION		
PD3	HOLIDAYS		
PD4	HOLIDAYS		
PD5	HOLIDAYS		

	HOLIDAYS	
PD6		

Supervisor

Principal/V. Principal



Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ___Accountancy___ Class : _XI_ No. of periods:09 ___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _39_:05/01/2026 to10/01/2026			Period Count:03
PD1	HOLIDAY		
PD2	HOLIDAYS		
PD3	HOLIDAYS		
PD4	REVISION		
PD5	REVISION		
PD6	REVISION		
WEEK _	40_:12/01/2026 to17/01/2026	I	Period Count: 06
PD1	REVISION		
PD2	REVISION		
PD3	HOLIDAY		
PD4	REVISION		
PD5	REVISION		
PD6	REVISION		



Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ____Accountancy____ Class : _XI_ No. of periods : 11___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK	_41_: _19/01/2026 to24/01/2026	Pe	eriod Count: _6
PD1	REVISION		
PD2	HOLIDAY		
PD3	REVISION		
PD4	REVISION		
PD5	REVISION		
PD6	REVISION		
WEEK _	42_:26/01/2026 to31/01/2026	1	Period Count: _5
PD1	HOLIDAY		
PD2	REVISION		
PD3	REVISION		
PD4	REVISION		
PD5	REVISION		
PD6	REVISION		



Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ____Accountancy___ Class : _XI_ No. of periods : 12___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _	43_:02/02/2026 to_07/02/2026	1	Period Count: 6
PD1	REVISION		
PD2	REVISION		
PD3	REVISION		
PD4	Doubt clearing session		
PD5	Doubt clearing session		
PD6	Doubt clearing session		
WEEK	44_:09/02/2026 to_14/02/2026	Pe	riod Count: _6
PD1	Doubt clearing session		
PD2	Doubt clearing session		
PD3	Doubt clearing session		
PD4	Doubt clearing session		
PD5	Doubt clearing session		
PD6	Doubt clearing session		



Kamla Nagar, Kanpur

Weekly planning overview Session: 2025-2026

Subject : ____Accountancy___ Class : _XI_ No. of periods : 02___

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK _45_:16/02/2024 to21/02/2024			riod Count: _02
PD1	Doubt clearing session		
PD2	Doubt clearing session		
PD3	FINAL EXAMS		
PD4	FINAL EXAMS		
PD5	FINAL EXAMS		
PD6	FINAL EXAMS		
WEEK	_46_: _23/02/2024 to28/02/2024	1	Period Count:
PD1	FINAL EXAMS		
PD2	FINAL EXAMS		
PD3	FINAL EXAMS		
PD4	FINAL EXAMS		
PD5	FINAL EXAMS		
PD6	FINAL EXAMS		

: ____Accountancy_____

:02 ___

No. of periods



Subject

Sir Padampat Singhania Education Centre

Class: _XI_

Kamla Nagar, Kanpur

Weekly planning overview

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK	_47_:02/03/2026 to08/03/2026	P	eriod Count:0
PD1	FINAL EXAMS		
PD2	FINAL EXAMS		
PD3			
PD4			
PD5			
PD6			



Kamla Nagar, Kanpur

Lesson plan implementation report

Session: 2025 - 2024

Term	:	Assessment	:
From Date	:	To Date	:
Subject	:	Class	:
Book	:	No. of periods	:

Section	Subject Teacher	Lesson/s to be covered according to lesson plan	Status Yes/No	Reason if not completed
		,	•	

Subject coordinator:

HOD: