



## **INDIAN SCHOOL AL WADI AL KABIR**

### **DEPARTMENT OF COMMERCE**

#### **GUIDELINES FOR MARKETING PROJECT - CLASS XII -2022-23**

##### **The objectives of the project work:**

Objectives of project work are to enable learners to:

- Probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class XII.
- Analyse and evaluate real world scenarios using theoretical constructs and arguments.
- Demonstrate the application of critical and creative thinking skills and abilities to produce an independent and extended piece of work.
- Follow up aspects in which learners have interest.
- Develop the communication skills to argue logically.

##### **Steps involved in the conduct of the project:**

Students may work upon the following lines as a suggested flow chart:

Choose a title/topic

Collection of the research material/data

Organization of material/data

Present material/data

Analysing the material/data for conclusion

Draw the relevant conclusion

### **Expected Checklist for the Project Work:**

- Introduction of topic/title
- Identifying the causes, events, consequences and/or remedies
- Various stakeholders and effect on each of them
- Advantages and disadvantages of situations or issues identified
- Short-term and long-term implications of strategies suggested in the course of research
- Validity, reliability, appropriateness, and relevance of data used for research work and for presentation in the project file
- Presentation and writing that is succinct and coherent in project file
- Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

### **RUBRICS**

|                                                                        |           |
|------------------------------------------------------------------------|-----------|
| <b>PROJECT I</b>                                                       |           |
| <b>VIVA</b>                                                            | <b>05</b> |
| <b>PROJECT PRACTICAL FILE</b>                                          | <b>15</b> |
| <b>PROJECT PRESENTATION</b>                                            | <b>10</b> |
| <b>TOTAL</b>                                                           | <b>30</b> |
| <b>PROJECT II</b>                                                      |           |
| <b>DEMONSTRATION OF SKILLS<br/>COMPETENCY/LAB ACTIVITIES<br/>– PPT</b> | <b>10</b> |
| <b>GRAND TOTAL</b>                                                     | <b>40</b> |

## **PROJECT I**

**Students must take any ONE topic from the following topics**

### **Suggested List:**

1. Create a detailed practical file highlighting the movement of few (8-10) products through different stages of product life cycle.
2. Collect various (20-25) packages for fast moving consumer goods. Create a practical file demonstrating packaging and labeling strategies adopted by various firms.
3. Create a project by visiting different marketing organisations in your locality (retailers, wholesalers, distributor etc.). Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries.
4. Prepare a project report on emerging trends on marketing - Services
  - Meaning and importance of Service Marketing
  - Service Sector in India
  - Characteristics of services and Types of services
  - Service Quality
  - Meaning and concept of Online Marketing and social media marketing
  - Advantages and disadvantages of meaning and concept of Online Marketing and social media marketing
5. Which channel is suitable for consumer durable/ non-durable/ FMCG/ Industrial Goods & Why?
  - Understanding the role of place as a part of marketing mix
  - Detailed definition of place
  - Participants of distribution system
  - Functions performed by channels of distribution
  - Types of Distribution
  - Functions of intermediaries
  - Factors affecting the choice of Channels of Distribution
  - Findings/Recommendations/Suggestions

## 6. Comparative analysis of various modes of promotion.

- Define promotion
- Concept of Promotion
- Describe promotion in detail
- Importance of Promotion
- Elements in Promotional mix
- Factors in selecting the promotional mix
- List the various modes of promotion
- Comparative study on the various modes of promotion
- Findings/Recommendations/Suggestions

## 7. A study on Social Media Marketing and its comparative analysis (Facebook, twitter)

- Introduction
- Platforms for Social Media Marketing (Face book, LinkedIn, Twitter, WhatsApp etc.)
- Advantages of Social Media Marketing
- Disadvantages of Social Media Marketing
- Findings
- Recommendations
- Suggestions
- Comparative analysis

## 8. Develop your own product.

| <b>TANGIBLE</b>                                           | <b>INTANGIBLE</b> |
|-----------------------------------------------------------|-------------------|
| Good                                                      |                   |
| Name of your product                                      |                   |
| Develop Brand for your product                            |                   |
| Logo for us your product                                  |                   |
| Describe its components                                   |                   |
| Core product                                              |                   |
| Associated feature                                        |                   |
| Label for your product                                    |                   |
| Packaging for your product                                |                   |
| With front Labeling                                       |                   |
| With side Labeling                                        |                   |
| With back Labeling                                        |                   |
| Levels of Packaging                                       |                   |
| Modes of Transportation                                   |                   |
| Classify it<br>Consumer + Industries<br>Features Features |                   |
| Unique Characteristic, if any                             |                   |
| In which Stage your product is? Why                       |                   |
| Marketing Strategy adopted during this stage and why?     |                   |
| Importance of Labeling in the current content             |                   |

### **GENERAL INSTRUCTIONS FOR THE PROJECT FILE**

Following essentials are required to be fulfilled for its preparation and submission.

1. The total project will be in a file format, with pictures and graphs.
2. The project will be handwritten.
3. The project will be presented in a neat folder.
4. It should be done in A4 Sheets and submitted in a proper folder on -----
5. The project report will be developed in the following sequence-
  - a) Cover page should project the title
  - b) Student information, school and year.
  - c) List of contents.

- d) Acknowledgements and preface (acknowledging the institution, the newspapers read, T.V. channels viewed, places visited and persons who have helped).
- e) Introduction. Topic with suitable heading. Planning and activities done during the project, if any. Observations and findings while conducting the project. Newspaper clippings to reflect the changes of share prices.
- f) Conclusions (summarized suggestions or findings, future scope of study).
- g) Appendix/ Bibliography.

## **PROJECT II**

### **DEMONSTRATION OF SKILL COMPETENCY: 10 MARKS**

**Prepare a PPT (Power Point Presentation) on any one of the topics given below:**

#### **Topics:**

1. New trends in social media marketing
2. Green Marketing (Eco-friendly marketing)
3. Current Trends in Services Marketing
4. Online Marketing: Impact on society!
5. Corporate Social Responsibility step towards brand building

#### **Grading Rubric for PowerPoint Presentation:**

##### **Grading Rubric for PowerPoint Presentation**

| <b>POWER POINT PRESENTATION</b>         | <b>MARKS</b> |
|-----------------------------------------|--------------|
| <b>CONTENT &amp; CREATIVITY</b>         | <b>6</b>     |
| <b>COMMUNICATION SKILLS</b>             | <b>2</b>     |
| <b>BODY – LANGUAGE &amp; CONFIDENCE</b> | <b>2</b>     |
| <b>TOTAL</b>                            | <b>10</b>    |