



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Guidelines for the Project 2023-24

OBJECTIVES OF THE PROJECT WORK:

Objectives of project work are to enable learners to:

1. Probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class
2. Analyze and evaluate real world scenarios in which the businesses have applied the theories taught in class to be successful
3. Demonstrate the knowledge of critical data assimilation and creative thinking skills to produce an independent and extended piece of work
4. Develop the secondary data research skills to support the topic

PROJECT WORK

Assessment details for the project work:

Lab Activities (ICT Skills- PPT)	10 marks
Practical File (Green Skills)	10 marks
Project File	10 marks
Viva Voce	10 marks
Total Marks	40 marks

RUBRICS PRESENTATION (ICT) SKILLS

Presentation	03
Media embedded (video, pictures, gifs)	03
Content	04
Total Marks	10

RUBRICS PROJECT FILE

Presentation	03
Content	06
Creativity	03
Total Marks	10

TOPICS FOR THE PROJECT:

PROJECT 1: PRODUCT LIFE CYCLE

Students are required to:

1. Create a detailed practical file highlighting the movement of few (8-10) products through different stages of product life cycle. Diagrammatic representation and creative inputs are welcome. Include products from Aviation industries, FMCG brands, etc.

CONTENTS OF THE TOPIC:

- Introduction of PLC concept
- Explaining the stages (content not to be taken from the textbook)
- Choose 8-10 brands. If the student chooses aviation industry, then all 8-10 brands should be from aviation only. If the student chooses FMCG goods then all 8-10 goods should be from the FMCG area.
- Explain the PLC of the brands
- Compare the PLC of the brands

TIP: It is advisable to students to choose the same category brands. For e.g., students can choose 8-10 different soft drink brands and compare the PLC of these brands. The students can pick one brand as the main brand for instance, the student chooses Pepsi as the main brand and then compares the PLC of Pepsi with the PLC of other soft drink brands.

EXPECTED OUTCOME:

The students must show a comparison of the PLC of the brands. How the PLC of a particular brand has been affected due to the advent of other brands. In case the brand has successfully faced the competition then what did it do to revive its product from the decline stage.

PROJECT 2: PACKAGING AND LABELLING

Students are required to:

1. Collect various 20 to 25 packages for fast moving consumer goods. Create a practical file demonstrating environmentally friendly packaging and labeling strategies adopted by various firms keeping in mind sustainable development goals.

CONTENTS OF THE TOPIC:

- Introduction to Packaging and labelling
- Materials used for packaging
- Introduction to Sustainable packaging and labelling
- Materials used in sustainable packaging and labelling
- Importance of sustainable packaging
- Future of sustainable packaging and labelling
- Sustainable packaging and labelling strategies adopted by FMCG brands

TIP: The student can stick actual product packages (in case the package is in the form of a wrapper) apart from a printed picture.

Expected Outcome:

The project must highlight how the brands have benefitted by adopting sustainable packaging and labelling.

PROJECT 3: PROMOTION MIX

1. Create a project on promotion mix practices followed by Indian firms.

CONTENTS OF THE TOPIC:

- Introduction of promotion mix
- Importance of promotion mix
- Elements of promotion mix
- Promotion mix strategies followed by 5-10 Indian firms
- Comparison of promotion mix followed by Indian firms

TIP: The students have to compare the promotion strategies undertaken by the Indian firms. They can pick one-one popular strategies from each brand and compare the strategies. The students can then give their opinion on which Indian firms strategy was the best and how did they benefit from it.

PRO TIP: The students can pick Indian start-ups as well.

EXPECTED OUTCOME:

The project must consist the promotion strategies adopted by Indian firms and their comparisons. It should also include information on how the firm benefitted after adopting that strategy.

PROJECT 4: EMERGING TRENDS

Students are required to:

1. Prepare a project report on emerging trends on marketing including social media platforms, use of web pages and websites

CONTENTS OF THE TOPIC:

- Introduction to the emerging trends in the market (detailed explanation of various trends)
- Importance of each trend
- Benefit of the trend to the brands
- Upcoming trends which might become a huge success in the market
- Benefit of social media platforms, web pages and websites to the brand

TIP: The students can write about a brand which benefitted from a particular trend. For e.g., Air India has benefitted from the Chatbot Marketing trend which helped the brand to answer queries on time which led to high sales. The students can write a detailed success story for every trend that they mention.

The same procedure can be repeated for social media platforms as well. For e.g., How Zomato uses IG for creating reels and posts which helped them to get out of many controversies.

EXPECTED OUTCOME:

The project must contain a complete study on how brands will benefit from the emerging trends and social media platforms.

PROJECT 5: CHANNELS OF DISTRIBUTION

Students will be required to:

1. Create a project by visiting different marketing organizations 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.

CONTENT OF THE TOPIC:

- Introduction to channels of distribution
- Intermediaries in the channels of distribution
- Importance of intermediaries
- Introduction of the products and its type which have been chosen
- The channel of distribution used for reaching the selected product to the consumer and its reason
- New trends in the channels of distribution

TIP: New trends in channel of distribution must include any new method of reaching the product to the end consumer

EXPECTED OUTCOME:

The project file must include information about channels of distribution, its intermediaries, any new trend in the field, etc.

PROJECT 6: PRODUCT DEVELOPMENT

Students will be required to:

1. Develop your own product.

CONTENTS OF THE TOPIC:

- Introduction of your product
It must include the following:
 - Name
 - Logo
 - Tagline
 - Packaging - with front Labeling, side Labeling and back Labeling
 - Levels of Packaging
- Type of product (HINT: Classification of product)
- Features of your product
- Unique Selling Proposition of your product
- Price of the product and pricing strategy followed and why?
- Channel of Distribution to be used and why?
- In what Stage of PLC have you place your product?
- Which Marketing Strategy will you adopt during this stage and why?
- Top 5 competitors for your product
- Promotion mix strategies to be adopted

TIP: The students need to design a product on their own. They can create their own IG accounts, dummy websites, etc and paste the pictures of the same in the project file. A 3D model (if possible) of the product can be carried along during the viva voce. The students can also develop eco-friendly product. Incase they do this they can share information about their eco-friendly and sustainable packaging and how it benefits the environment.

EXPECTED OUTCOME:

The project file must consist of a product idea which is not plagiarized from the internet and should have original name, logo, tagline, etc.

PROJECT 7: PRICING STRATEGIES

Students will be required to:

1. Prepare a project file on the pricing strategies adopted by Indian brands.

CONTENTS OF THE TOPIC:

- Introduction to pricing
- Importance of pricing
- Various pricing strategies
- Pricing strategies of 8-10 Indian brands
- Benefit of these strategies to the brands.
- Comparison of the strategies.

TIP: The students need to research about the pricing strategy of Indian brands. Compare the pricing strategies of the brands dealing in the same kind of product. For e.g., the student can research on the pricing strategy of soft drinks and compare them with each other. They can write about how the strategy benefitted the brand.

EXPECTED OUTCOME:

The project file must contain pricing strategies of various brands and its comparisons.

PPT TOPICS

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

PRACTICAL FILE

BASED ON GREEN SKILLS:

Contents of the topic:

- **Introduction to Green Skills**
- **Initiatives taken by the Government**
- **Introduction to your product**
- **How will your product benefit the environment?**

STEPS INVOLVED IN THE CONDUCT OF THE PROJECT:

Students may work upon the following lines as a suggested:

1. Choose a title/topic
2. Collection of the research material/data
3. Organization of material/data
4. Present material/data
5. Analyzing the material/data for conclusion
6. Draw the relevant conclusion
7. Presentation of the Project Work

EXPECTED CHECKLIST FOR THE PROJECT WORK:

1. Introduction of topic/title
2. Identifying the product/service/entrepreneur
3. Identify the State handicraft
4. Various stakeholders and effect on each of them
5. Use of different tools for market assessment and it's analysis
6. Calculation of various costs involved in the selling process
7. Validity, reliability, appropriateness and relevance of data used for research work and forpresentation in the project file
8. Presentation and writing that is succinct and coherent in project file
9. Citation of the materials referred to, in the file in footnotes, resources section, bibliographyetc.

VIVA-VOCE

1. At the end of the academic session, each learner will present the research work in theProject File to the Internal examiner.
2. The questions should be asked from the Research Work/ Project File of the learner.
3. The Internal Examiner should ensure that the study submitted by the learner is his/her ownoriginal work.
4. In case of any doubt, authenticity should be checked and verified.

