



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE
PROJECT DETAILS FOR MARKETING XI-23-24

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 XI.
- 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.

PROJECT WORK

Assessment details for the project work:

Presentation on <i>GREEN SKILLS</i>	10 marks
Project File	20 marks
Viva Voce	10 marks
Total Marks	40 marks

RUBRICS

PRESENTATION

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

RUBRICS

PROJECT FILE

Presentation	05
Content	10
Creativity	05
Total Marks	20 marks

TOPICS FOR THE PROJECT:

PROJECT 1:

Prepare a project report on macro environmental scanning of a firm or an industry of your choice.

The following points should be kept in mind while preparing the project report:

It's clear that analyzing the macro environment isn't just a nice-to-have—it's a must-have for any business that wants to succeed in today's dynamic market.

1. Choose a firm or an industry of your choice.
2. Understand what is Macro Environment.
3. Analyse its Importance and Relevance for a business. Gather information's on the same.
4. Understand the Macro environment factors which includes economic indicators (GDP growth, inflation rates), political and legal factors (government policies, regulations), socio-cultural influences (consumer behavior, lifestyle trends), technological advancements, environmental factors (climate change, sustainability), and demographic trends (population demographics, income levels), related to the firm or the industry you chose.
5. Research about the impact of macro environment for a business in general and also related to the firm or the organisation you chose.
6. Understand and Analyse, how can businesses adapt to the macro environment?
7. You can also do a comparison study between two firms or two industries.
8. Prepare a detailed project report with the help of the above given guidelines.

PROJECT 2:

Prepare a project report on micro environmental scanning of a firm or an industry of your choice.

The following points should be kept in mind while preparing the project report:

The micro marketing environment comprises specific forces that are part of an organization's marketing process but external to an organization. They can be complex by nature, but the company has the upper hand and determines how its organization operates within this environment.

1. Choose a firm or an industry of your choice.
2. Understand what is Micro Environment.
3. Analyse its Importance and Relevance for a business. Gather information's on

the same.

4. Research and study the micro environmental factors like customers, suppliers, business partners, vendors, and competitors.

5. Do detailed research on the following studies like

- **Competitive analysis:** identifies organizations on the market that have the same or similar services and products.
- **Supplier analysis:** refers to the processes of evaluating and approving various suppliers within a company.
- **Customer analysis:** this is crucial for the marketing department and is a fixed part of a business plan. This type of analysis will offer insight into the target audience, determine their needs, and define how products and services will meet those needs.
- **Stakeholder analysis:** this analysis identifies external and internal stakeholders and categorizes them.
- **Market analysis:** consists of several parts, and while some fall under the micro-environment, others are part of the macro-environment.

6. Research about the impact of micro environment for a business in general and also related to the firm or the organisation you chose.

7. Understand and Analyse, how can businesses adapt to the macro environment?

8. You can also do a comparison study between two firms or two industries.

9. Prepare a detailed project report with the help of the above given guidelines.

PROJECT 3:

Prepare a detailed report of the marketing mix of a prominent consumer good or a service provider, for its multiple brands.

The following points should be kept in mind while preparing the project report:

The four Ps aren't the only marketing mix used today. Some other modern marketing mixes include the five Ps, the seven Ps, and the 5 Cs. Although each of these reflects certain aspects of the four Ps, they also each possess some unique elements that alter their emphasis on the marketing process.

1. Choose a consumer good or a service of your choice.

2. Define the goals, objectives and scope of your project.

3. Research about the Marketing Mix used by the consumer good or the service provider you chose.

4. Make a detailed study about the 4 Cs of Marketing Mix namely Customer, Cost, Convenience, and Communication.
5. If you have chosen a service provider, research about the 7P's of marketing mix used by the service provider. (Product, Price, Place, Promotion, People, Physical Evidence, Process)
6. You can also do a comparative study on the marketing mix used for two consumer goods or two service providers.
7. Prepare an elaborated project report using the above guidelines.

PROJECT 4:

Prepare a detailed report about Selling Vs Marketing Concept.

Selling Vs. Marketing:

- Define the goals, objectives and scope of your project.
- Research in detail about the concepts of Selling and Marketing.
- Understand why is selling a part of marketing?
- Suggest with suitable example of different companies with their brands.
- How is the marketing concept applied in those different companies.
- Compare the concept of selling with marketing.

Concept/ Philosophies of Marketing

- Collection of names of different companies with their product. (Choose at least 10 different companies with their product)
- Classify their products and identify the marketing concept/ Philosophy used by the company to be in the market.

GENERAL INSTRUCTIONS:

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.

VIVA-VOCE:

1. At the end of the academic session, each learner will present the research work in the Project 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 own original work.
4. In case of any doubt, authenticity should be checked and verified.