National Curriculum of Pakistan
2022-23

TECHNICAL EDUCATION

MARKETING

Grades 11-12

NATIONAL CURRICULUM COUNCIL SECRETARIAT
MINISTRY OF FEDERAL EDUCATION AND
PROFESSIONAL TRAINING, ISLAMABAD
GOVERNMENT OF PAKISTAN

بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

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It is with great pride that we, at the National Curriculum Council Secretariat, present the first core curriculum in Pakistan's 75-year history. Consistent with the right to education guaranteed by Article 25-A of our Constitution, the National Curriculum of Pakistan (2022-23) aspires to equip every child with the necessary tools required to thrive in and adapt to an ever-evolving globalized world.

The National Curriculum is in line with international benchmarks, yet sensitive to the economic, religious, and social needs of young scholars across Pakistan. As such, the National Curriculum aims to shift classroom instruction from rote learning to concept-based learning.

Concept-based learning permeates all aspects of the National Curriculum, aligning textbooks, teaching, classroom practice, and assessments to ensure compliance with contemplated student learning outcomes. Drawing on a rich tapestry of critical thinking exercises, students will acquire the confidence to embark on a journey of lifelong learning. They will further be able to acknowledge their weaknesses and develop an eagerness to build upon their strengths.

The National Curriculum was developed through a nationwide consultative process involving a wide range of stakeholders, including curriculum experts from the public, private, and non-governmental sectors. Representatives from provincial education departments, textbook boards, assessment departments, teacher training departments, *deeni madaris*, public and private publishers, private schools, and private school associations all contributed their expertise to ensure that the National Curriculum could meet the needs of all Pakistani students.

The experiences and collective wisdom of these diverse stakeholders enrich the National Curriculum, fostering the core, nation-building values of inclusion, harmony, and peace, making the National Curriculum truly representative of our nation's educational aspirations and diversity.

I take this opportunity to thank all stakeholders, including students, teachers, and parents who contributed to developing the National Curriculum of Pakistan (2022-23)

Dr. Mariam Chughtai
Director
National Curriculum Council Secretariat
Ministry of Federal Education and Professional Training

Marketing Grade
Grades 11-12
Progression Grid

Domain A: Introduction to Marketing & Brand Development Process

Standard: Students will be able to explain the history of marketing, basic concepts of marketing and process of brand development while differentiating between different kinds of markets. They will create and evaluate brand identity and demonstrate efficiency in using canva for the designing process.

Grade 11	Grade 12
Benchmark I: Students will be able to explain the history, evolution and purpose of marketing.	Benchmark I: Students will be able to define brand development
Student Learning Outcomes	
[SLO:Mrk-11-A-01]: Define the concept of Marketing [SLO:Mrk-11-A-02]: Explain the purpose of Marketing [SLO:Mrk-11-A-03]: Give a brief overview of the history of marketing [SLO:Mrk-11-A-04]: Elaborate on various eras of Marketing Concepts: ● The Production concept ● The Product concept ● The Selling concept ● The Marketing concept ● The Societal Marketing concept	[SLO:Mrk-12-A-01]: Demonstrate comprehensive understanding of brand history [SLO:Mrk-12-A-02]: Develop effective marketing/branding strategies [SLO:Mrk-12-A-03]: Analyze consumer behavior patterns [SLO:Mrk-12-A-04]: Manage and protect brand reputation

Benchmark II: Students will be able to explain the basic concepts of Marketing	Benchmark II: Students will be able to create and evaluate brand identity
Student Learning Outcomes	
[SLO:Mrk-11-A-05]: Describe Needs, wants, and demands [SLO:Mrk-11-A-06]: Identify Segmentation and Target Markets [SLO:Mrk-11-A-07]: Differentiate between Value, Satisfaction, Quality [SLO:Mrk-11-A-08]: Market Share and Industry Growth Rate	[SLO:Mrk-12-A-05]: Define and articulate core elements of brand [SLO:Mrk-12-A-06]: Develop skills in creating and evaluating brand identity [SLO:Mrk-12-A-07]: Understand the concept of brand positioning [SLO:Mrk-12-A-08]: Understand the factors that contribute to brand equity
Benchmark III: Students will be able to differentiate between different kinds of markets	Benchmark III: Students will demonstrate proficiency in using Canva for the Designing Process
[SLO:Mrk-11-A-09]: Explain different kinds of Markets [SLO:Mrk-11-A-10]: Differentiate between Business to Business and Business to Consumer Markets [SLO:Mrk-11-A-11]: Explain how cultural sensitivities impact Marketing decisions with international and national examples	[SLO:Mrk-12-A-09]: Demonstrate proficiency in using Canva interface and tools [SLO:Mrk-12-A-10]: Navigate its features and apply fundamental principles in designing [SLO:Mrk-12-A-11]: Analyze technical skills of students in designing, choosing colors, writing text and sharing the template

Domain B: The Company and Marketing Strategy **&** Marketing and the Internet

Standard: Students will be able to formulate the vision and mission of companies, conduct SWOT analysis while developing the business portfolio of companies. They will develop proficiency in efficiently using social media platforms and blogs for marketing and brand development.

Benchmark I: Students will be able to formulate Company's Vision, Mission, and objectives	Benchmark I: The Power of Blog Writing
Student Learning Outcomes	
[SLO:Mrk-11-B-01]: Develop a company's mission and vision statement [SLO:Mrk-11-B-02]: Develop goals in accordance with Mission and vision [SLO:Mrk-11-B-03]: Formulate objectives to achieve goal/s	[SLO:Mrk-12-B-01]: Understand the convention and characteristics of blog writing [SLO:Mrk-12-B-02]: Identify and define target audience [SLO:Mrk-12-B-03]: Plan and organize blog content effectively [SLO:Mrk-12-B-04]: Develop consistent and appropriate writing style to shape the attitude of consumers
Benchmark II: Students will be able to explain Product & Services and their characteristics	Benchmark II: Blogging sites
Student Learning Outcomes	

[SLO:Mrk-11-B-04]: Differentiate between products and services [SLO:Mrk-11-B-05]: Explain various kinds of products and services [SLO:Mrk-11-B-06]: Describe value-added features and explain its merits [SLO:Mrk-11-B-07]: Design customization strategies for products and services	[SLO:Mrk-12-B-05]: Demonstrate proficiency in navigating and using popular blogging platforms such as Word Press, Medium, and Blogger etc. [SLO:Mrk-12-B-06]: Students will create and set up a blog on a selected platform, including choosing a domain name, customizing the design, and configuring settings
Benchmark III: Students will be able to explain Business Portfolio of companies	Benchmark III: SEOs and CROs
Student Learning Outcomes	
[SLO:Mrk-11-B-08]: Anticipate diversification in businesses [SLO:Mrk-11-B-09]: Dissect between various business units [SLO:Mrk-11-B-10]: Align products/ services to respective Business units	[SLO:Mrk-12-B-07]: Students will apply SEO principles specific to the chosen platform to optimize blog posts for search engines. [SLO:Mrk-12-B-08]: Students will apply on-page optimization techniques, including optimizing meta tags, headers, and content, to improve search engine rankings [SLO:Mrk-12-B-09]: Students will identify and address technical SEO issues [SLO:Mrk-12-B-10]:

	Students will grasp the fundamental concepts of Conversion Rate Optimization [SLO:Mrk-12-B-11]: Design and conduct A/B tests
Benchmark IV: Students will be able to conduct SWOT Analysis for companies	Benchmark IV: E mail and content marketing Strategy

Student Learning Outcomes

[SLO:Mrk-11-B-11]: Identify Strengths, Weaknesses, Opportunities, and Threats for Business [SLO:Mrk-11-B-12]: analyze creative solutions to convert weaknesses into strengths [SLO:Mrk-11-B-13]: Analyze creative ways to exploit opportunities to tackle threats	[SLO:Mrk-12-B-12]: Know about Content Marketing and Social Media Marketing [SLO:Mrk-12-B-13]: Learn The role of content marketing in attracting and engaging audiences [SLO:Mrk-12-B-14]: Explore social media platforms for brand awareness and customer engagement [SLO:Mrk-12-B-15]: Apply strategies for creating and distributing valuable content across various channels

	Benchmark V: Students will be able to understand LinkedIn
	[SLO:Mrk-12-B-16]: Create a LinkedIn Business Page [SLO:Mrk-12-B-17]: Understand process of Customizing Your Page URL [SLO:Mrk-12-B-18]: Identify Your Target Audience [SLO:Mrk-12-B-19]: Monitor post reach, engagement, and follower growth
	Benchmark VI: Students will be able to understand Instagram
	[SLO:Mrk-12-B-20]: Create a Business Profile [SLO:Mrk-12-B-21]: Understand about creating high-quality and engaging visual content [SLO:Mrk-12-B-22]: Use effective hashtags and captions in content [SLO:Mrk-12-B-23]:

	Collaborate with influencers for influencer marketing on Instagram [SLO:Mrk-12-B-24]: Create and run Ads on Instagram

Domain C: The Marketing Mix & The Online Marketplace

Standard Y: Students will be to explain the elements of Marketing mix, pricing strategies, as well as classify and categorize products in the Product Line extension. They will plan and set up businesses on different online platforms to earn profits in online marketplace.

Benchmark I: Students will be able to explain the Elements of Marketing Mix	Benchmark I: Students will be able to design and optimize E-commerce while using data analytics tools to analyze customer behavior
Student Learning Outcomes	
[SLO:Mrk-11-C-01]: Develop Product features [SLO:Mrk-11-C-02]: Charge price according to products/ services' features [SLO:Mrk-11-C-03]: Suggest required promotional methods to sell products/ services [SLO:Mrk-11-C-04]:	[SLO:Mrk-12-C-01]: Demonstrate a comprehensive understanding of the concept of convergence in e-commerce [SLO:Mrk-12-C-02]: Analyze and implement strategies for multi-channel retailing [SLO:Mrk-12-C-03]: Demonstrate proficiency in designing and optimizing e-commerce [SLO:Mrk-12-C-04]:

Set respective placement protocols for product accessibility	Students will use data analytics tools to analyze customer behavior, preferences, and trends across various e-commerce channels
Benchmark I: Students will be able to classify and categorize within the The Product line extension	**Benchmark II:** Students will be able to identify platform-specific features to manage engagement in online communities
Student Learning Outcomes	
[SLO:Mrk-11-C-05]: Categorize various product categories [SLO:Mrk-11-C-06]: Classify product depth within categories	[SLO:Mrk-12-C-05]: Demonstrate proficiency in using major social media platforms [SLO:Mrk-12-C-06]: Identify platform-specific features, audience demographics, and engagement strategies. [SLO:Mrk-12-C-07]: Skills in managing online communities and fostering engagement
Benchmark III: Students will be able to describe and set The Pricing strategies	**Benchmark III:** Students will be able to plan and start a business on Amazon platform
Student Learning Outcomes	
[SLO:Mrk-11-C-07]: Describe various pricing strategies [SLO:Mrk-11-C-08]: Set different pricing strategies as per product life cycle	[SLO:Mrk-12-C-08]: Understanding the Amazon Ecosystem [SLO:Mrk-12-C-09]: Create effective product listings [SLO:Mrk-12-C-10]: Demonstrate proficiency in managing inventory

	[SLO:Mrk-12-C-11]: Equip students with the skills and knowledge necessary to thrive as sellers on the Amazon platform
Benchmark IV: Students will be able to describe the advantages and disadvantages of Promotional Tools	**Benchmark IV:** Students will be able to identify system of OLX and Daraz to sell items on these platforms
Student Learning Outcomes	
[SLO:Mrk-11-C-09]: Generate awareness about multiple promotional tools [SLO:Mrk-11-C-10]: Propose the merits and demerits of respective promotional methods [SLO:Mrk-11-C-11]: Suggest required promotional tools against previously learned product and price parameters	[SLO:Mrk-12-C-12]: Identify the system of OLX and Daraz to create an account [SLO:Mrk-12-C-13]: Identify ways to earn profits by selling products and creating customer base [SLO:Mrk-12-C-14]: Identify the concepts of social constructs i.e. reference and recommendations and rating and reviews to generate word of mouth
Benchmark V: Students will be able to recognize and explain the placement possibilities	**Benchmark** V: Students will be able to create Google Business Account and optimize Google Business Profile
[SLO:Mrk-11-C-12]: Explain the distribution pattern [SLO:Mrk-11-C-13]: Explain the profit margins at each stage of distribution [SLO:Mrk-11-C-14]:	[SLO:Mrk-12-C-15]: Create Google Business Account [SLO:Mrk-12-C-16]: Understand the Importance of Google Business Account [SLO:Mrk-12-C-17]: Create Your Business Listing

	[SLO:Mrk-12-C-18]:
Designate distribution structure against previously prescribed Product, Price, and Promotion	Verify and Optimize Your Google Business Profile

Domain D: Above-the-line Marketing **&** The World of Freelancing

Standard: Students will be able to identify ways to effectively use marketing through conventional ways such as newspapers, TV, radio etc. Students will also be able to use freelancing platforms effectively to create a personal brand and earn profits.

Benchmark I: Students will be able to explain the Conventional way of Marketing	**Benchmark I:** Students will be able to analyze local and global landscape to create a personal brand for freelancing with effective online presence
Student Learning Outcomes	
[SLO:Mrk-11-D-01]: Explain the significance of traditional marketing methods [SLO:Mrk-11-D-02]: Describe why companies still use these methods	[SLO:Mrk-12-D-01]: Define freelancing and identify its key characteristics [SLO:Mrk-12-D-02]: Analyze the global and local landscape of the freelance economy [SLO:Mrk-12-D-03]: Identify how freelancing fosters the development of entrepreneurial skills [SLO:Mrk-12-D-04]: Create a personal brand for freelancing, including an effective online presence and professional profiles
Benchmark II: Describe the use and effectiveness of Newspaper, Signboards, and	**Benchmark II:** Students will be to earn money online

Brochures	
Student Learning Outcomes	
[SLO:Mrk-11-D-03]: Explain the use of print and TV ads [SLO:Mrk-11-D-04]: Analyze the impact of Souvenirs and leaflets [SLO:Mrk-11-D-05]: Devise key content for respective traditional marketing mediums	[SLO:Mrk-12-D-05]: Develop self-assessment skills to identify their strengths [SLO:Mrk-12-D-06]: Understand the role of self-awareness [SLO:Mrk-12-D-07]: Apply learned strategies to earn money
Benchmark III: Students will be able to explain how to target the audience via the use of Television and Radio ad	Benchmark III: Students will develop skills to use freelancing platforms effectively
Student Learning Outcomes	
[SLO:Mrk-11-D-06]: Describe the reach of TV and Radio [SLO:Mrk-11-D-07]: Analyze various TV ads and their impact [SLO:Mrk-11-D-08]: Extract communication message/s via the conventional mediums	[SLO:Mrk-12-D-08]: Focus on developing a deep understanding of the gig economy [SLO:Mrk-12-D-09]: Analyze the historical evolution of freelancing [SLO:Mrk-12-D-10]: Demonstrate proficiency in navigating and using established freelancing platforms such as Upwork, Freelancer, and Fiverr.

Domain E: Entering the Digital Era   **&** My Video Presence

Standard: Students will be able to explain the use of socia
l media platforms and implement social media strategies, influencer engagement strategies, as well as advertising and analytics used in digital marketing

Benchmark I: Students will be able to explain the significance and use of digitization in marketing	Benchmark I: Students will be able to create YouTube channel and apply SEO techniques to optimize YouTube videos
Student Learning Outcomes	
[SLO:Mrk-11-E-01]: Identify elements of digital shift [SLO:Mrk-11-E-02]: Analyzing businesses and convergence of industries [SLO:Mrk-11-E-03]: Explain the scope of businesses on digital platforms [SLO:Mrk-11-E-04]: Sign up on different digital mediums [SLO:Mrk-11-E-05]: Differentiate between different social media platforms	[SLO:Mrk-12-E-01]: Create YouTube channel [SLO:Mrk-12-E-02]: Create high-quality and engaging video content. [SLO:Mrk-12-E-03]: Apply YouTube SEO techniques to optimize YouTube videos.
Benchmark II: Students will be able to explain the use of social media platforms and strategy execution	Benchmark II: Students will be able to optimize content on YouTube by applying analytics
Student Learning Outcomes	
[SLO:Mrk-11-E-06]: Identify social media platforms for their product/ services [SLO:Mrk-11-E-07]:	[SLO:Mrk-12-E-04]: Create the YouTube channel [SLO:Mrk-12-E-05]: Know about the audience, content and

	demographics
Developing respective Campaigns as per knowledge acquired in previous benchmarks/ chapters	[SLO:Mrk-12-E-06]: Optimize the content by applying analytics
Benchmark III: Students will be able to explain and implement social media strategies	Benchmark III: Students will be able to design and implement effective influencer engagement strategies
Student Learning Outcomes	
[SLO:Mrk-11-E-08]: Learn ad posting [SLO:Mrk-11-E-09]: Develop different content for different mediums [SLO:Mrk-11-E-10]: Describe the current trends in shorts [SLO:Mrk-11-E-11]: Apply the use of reels for promotional practices	[SLO:Mrk-12-E-07]: Explain Influencer Marketing [SLO:Mrk-12-E-08]: Identifying Relevant Influencers [SLO:Mrk-12-E-09]: Design and implement effective influencer engagement strategies [SLO:Mrk-12-E-10]: Identify legal and ethical considerations in influencer marketing
	Benchmark IV: Students will be able to identify pay per click and advertisement used in digital marketing
	[SLO:Mrk-12-E-11]: Define and explain the concept of Pay-Per-Click advertising. [SLO:Mrk-12-E-12]: Conduct comprehensive keyword research to identify relevant terms for PPC campaigns.

	[SLO:Mrk-12-E-13]: Develop effective and compelling ad copy for PPC campaigns. [SLO:Mrk-12-E-14]: Understand the structure of a PPC campaign, including ad groups and campaigns.
	Benchmark V: Students will be able to identify keyword search and its importance
	[SLO:Mrk-12-E-15]: Define keyword research and its significance in online marketing. [SLO:Mrk-12-E-16]: Analyze and identify different types of searcher intent (informational, navigational, and transactional). [SLO:Mrk-12-E-17]: Differentiate between short-tail and long-tail keywords. [SLO:Mrk-12-E-18]: Develop skills in creating comprehensive keyword lists relevant to a specific business or industry.