



SHREE VASISHTHA VIDHYALAYA

(English Medium, CBSE affiliated, Member-NPSC, Recipient-International School Award)

Date: 14th October 2024

Subject: Introduction of Marketing (812) as an Additional (6th) Subject for Class XI Commerce

Dear Parents of Class XI Commerce,

In today's dynamic world, the need for skill development has become more critical than ever. To equip students with the competencies necessary to succeed in the future, the Government of India, through the National Education Policy (NEP) 2020, strongly advocates the inclusion of skill-based education. In line with this vision, Shree Vasishtha Vidhyalaya is excited to introduce Marketing (812) as an additional (6th) subject for students of Class XI Commerce, starting from this academic year.

Why Marketing?

Marketing is the backbone of every business and plays a key role in driving growth, customer engagement, and brand success. By studying Marketing, students will gain insights into real-world business strategies, consumer behaviour, and digital marketing trends, equipping them with practical knowledge that enhances their career prospects in the commerce sector.

It is an essential skill in the business world, with a wide array of career opportunities ranging from advertising, sales, brand management, market research, to digital marketing.

Knowledge of marketing opens doors to diverse roles in industries such as retail, e-commerce, hospitality, and media, providing students with a solid foundation to excel in commerce-related fields.

Marketing fosters key skills such as creativity, communication, critical thinking, and data-driven decision-making—skills that are crucial for success in the modern workforce.

Adding Marketing as an additional subject will enhance students' academic profiles, giving them a distinct advantage when applying to prestigious institutions. Universities and colleges value students who have a broad skill set and practical understanding of business functions.

We hope that all parents and students will welcome this initiative to expand the learning horizons and develop essential skills that will pave the way for future success.

With best wishes.

Dr. A K Gaur
Advisor

Ms. S. Srivastava
Principal