



Course Title: RURAL MARKETING

Course Code: RUR707

Credit Units: Three

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Rural markets represent a substantial portion of the Global Marketplace. Despite of huge potential, rural markets have been traditionally ignored by most multinationals from advanced countries, as well as by local large-scale manufacturers of packaged products.

The course introduces the student to the various aspects of Indian rural markets as the study of rural marketing has become significant because of the saturation of the urban markets and the increase in the purchasing power of the rural population. It covers aspects like relevance and scope of rural market in India, the environment prevailing these dynamic involved in the behavior of rural consumers, rural markets research, and rural market segmentation and targeting. It also goes in details for explaining the product strategy adopted by the companies for rural market, pricing strategy and rural distributions includes traditional and modern channels.

Pre-requisites: Students should have the understanding of fundamental concept of Marketing..

Student Learning Outcomes: At the end of the course students will be able to:

- Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area.
- Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
- To acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
- Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
- Understand the concept and methodology for conducting the research in rural market.

Course Contents/Syllabus:

	Weightage (%)
Module I Rural Marketing - An Overview	20
Descriptors/Topics <ul style="list-style-type: none">• Rural Marketing an Overview• Principles of Marketing as Relevant to Rural Marketing	

<ul style="list-style-type: none"> • Evolution of Rural Marketing, Rural Marketing Mix • Rural Economy • Profiles of Urban & Rural customers and Differences in their Characteristics, • Rural Consumer Behavior • Agricultural Marketing: Marketing of Agricultural Produce, Agricultural Inputs. 	
Module II Rural Environment & Rural Retailing	20
Descriptors/Topics <ul style="list-style-type: none"> • Rural Environment • Rural Market Strategies with special reference to Segmentation , Targeting and Positioning • Innovation for Rural Market • Products and Services in the Rural Markets • Channels of Distribution and Trade Management, Rural Retailing 	
Module III Rural Communication and Pricing	20
Descriptors/Topics <ul style="list-style-type: none"> • Rural Communication and communication strategies for rural market • Advertising and Sales Promotion Strategies • New Product launch Techniques for Rural Markets • Pricing in Rural Markets 	
Module IV Rural Market Research & Rural Sales Management	20
Descriptors/Topics <ul style="list-style-type: none"> • Rural Market Research • Market Information System • Sales Management Practices • Training, Motivation • Sales Quota Strategies. 	
Module V : : Emerging Trends in Rural Marketing	20
Descriptors/Topics <ul style="list-style-type: none"> • Social Marketing: Corporate Social Responsibility in Rural Markets. • The Future of Rural Marketing in India. • Rural Marketing of financial Services • Rural Marketing of Consumer Durables • Rural Marketing of FMCG Products • Role of Govt. In Rural & Agricultural Marketing. • Case Studies: ITC eChoupal, HUL Project i-Shakti, DCM Haryali, Godrej Aadhaar 	

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Pedagogy for Course Delivery: Both conventional lecturers as well as field based learning would be emphasis through the course delivery. Additional pedagogical tools like case lets, quizzes on rural marketing concepts and role plays related to advertising and sales promotion would be used to provide an insight into challenges and dilemmas faced by the companies for creating the market for their products in Indian rural market.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project/Assignment	Presentation/ Class participation	Attendance	
Weightage (%)	10	10	5	5	70

Text & References:

- Kashyap Pradeep & Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2
- Dogra B. & Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2
- Krishnama charyulu C.S.G. & Ramakrishnan Lalitha (2011), Rural Marketing Text & Cases, Pearson Education ISBN:978-81-317-3263-2

Journals:

- International Journal of Rural Management
- Journal of Rural Studies
- The Rural Marketing Journal
- Agricultural Marketing
- Rural Sociology

- **Any other study material:**
- Census 2011
- Annual Reports of Ministry of Rural Development
- Indian Rural Development Report 2013-2014