



Course Title: **RURAL RETAIL**

Course Code: RETL724

Credit Units: 3

Level: **PG**

L	T	P/S	SW/F W	No. of PSDA	TOTAL CREDIT UNITS
3	0	0	0	0	3

Course Objectives: The students will be able to understand the importance of Rural Markets. The course will sensitize the students to the needs and behavior of consumers and channels in rural markets. The students further may utilize the peculiarities of rural markets, channels and competition for taking marketing decisions in rural areas.

Pre-requisites: Students should have the basic knowledge of marketing concepts like segmentation, targeting & positioning, Marketing mix and advertising & sales promotion. So they can easily relate with the implementation of these concepts for the rural markets.

#	Module	Weightage
1	Module I: THE CALL OF RURAL RETAIL Rural marketing- an overview, evolution of rural marketing, consumer profile in rural markets for different products. Difference between urban & rural consumers. Characteristics of rural consumer, Contract Farming	20%
2	Module II: RURAL MARKETING ENVIRONMENT Various environmental factors effecting rural India (demographic, physical, economic, social & cultural, political, technological etc), products and services in the rural markets.	15%
3	Module III: SEGMENTING, TARGETING & POSITIONING STRATEGIES Segmenting the rural markets, Targeting & positioning strategy. Understanding the present rural oriented companies & their success stories, role of Innovation in Rural markets, financial products in rural markets, Pricing Strategies for Rural Customers, Communication Strategies in Rural India	20%
4	Module IV: SALES & MARKETING PRACTICES Rural sales & marketing management, Rural product categories: marketing of consumer products, marketing of agri-products, sales target strategies, future of rural marketing and new product launch techniques for rural markets, Branding in Rural India	15%
5	Module V: RURAL MARKET RESEARCH Rural Market research, Planning the rural research and market information system, Do's & don't in rural research & Limitations of rural research	10%
6	Module VI: LATEST DEVELOPMENT, TRENDS AND PRACTICES	20%

Student Learning Outcomes: At the completion of this course, students will be able to:-

- To gain knowledge about Indian rural market & analyze the potential of rural market.
- To Share understanding of the rural environment and rural consumer behavior
- To know about the mantra for success for any company going rural
- To understand the buying behavior, the consuming pattern, the need and wants of the rural consumer
- To provide some of the challenges and opportunities that the rural market holds for the Companies

Pedagogy for Course Delivery:

- The course will require regular lectures and case based teaching.
- Technologically advanced methods to better understanding /teaching to be used for the benefit of learning.

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

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

Text & References:

- Naresh Yadav & Awadesh Singh, Rural Retailing in India (2011), Serials Publication
- Lalitha Ramakrishnan, (2012), Rural Marketing, Pearson Education.
- Pradeep Kashyap (2012), Rural Marketing , Pearson Education
- Balram Dogra & Karminder Ghuman ,Rural Marketing Concepts & Practices (2011), Tata McGraw Hill Education.