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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **4** |
| **COURSE TITLE** | **Rural Marketing** |
| **COURSE CODE** | **04MB0411** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 Hours (42 sessions of 60 minutes each)** |

**COURSE OUTCOMES:**

* To make students understand rural economy and experiences of the industry and make them identify the rural marketing opportunities.
* To make students understand thoroughly the behaviour of rural consumers and process of identifying the right markets.
* To make students identify the right marketing mix for rural markets and will be able to prepare suitable strategies for the rural markets.
* To make students apply the right marketing strategies for the success of rural market.
* To make students able to predict the future for rural marketing.

**COURSE CONTENTS:**

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| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| **I** | **OVERVIEW OF RURAL MARKETS AND RURAL MARKETING**  Rural economy — size and nature, Rural marketing — definition and scope, Characteristics of Rural markets Taxonomy of Rural markets, Changing patterns, Attractiveness of Rural markets, problems and constraints in rural marketing | 08 |
| **II** | **THE RURAL CONSUMER**  Classification of Rural consumers, classification and characteristics of rural consumers, Rural consumer behavior — decision process, brand loyalty, Innovation Adoption, Factors influencing rural consumer behavior, consumer buying process — opinion leadership process — rural shopping habits, growing consumerism - Concepts and process of Rural market Segmentation — bases, Targeting, Positioning | 10 |
| **III** | **PRODUCT STRATEGY AND PRICING IN RURAL MARKETS**  **Product Strategy —** Scope and significance, Product mix decisions, Product personality,  Rural Branding, Product Life Cycle  **Rural Pricing —** Pricing in Rural Markets, Objectives, policies and Strategies, | 09 |
| **IV** | **PROMOTION AND DISTRIBUTION IN RURAL MARKETS**  **Promotion —** Role of Media in rural market, Conventional Media, Rural communication mix, Media and Creative Strategies, Personal selling — Role and management of rural sales force  **Rural Distribution—**Type of Channels, Distribution Strategies, Promotion | 08 |
| **V** | **FUTURE OF RURAL MARKETS**   * Role of Government and NGO * Role of ICT Tools * Innovations and Opportunities * Case study Discussion | 07 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.S.E.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

**SUGGESTED READINGS:**

**Text Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| **T-01** | Pradeep Kashyap, Siddhartha Raut | The Rural Marketing Book | Dreamtech Press, 2005 | Revised |
| **T-02** | Balram Dogra | Rural Marketing | Tata McGraw-Hill Education, 2010 | Revised |
| **T-03** | C.S.G. Krishnamacharyulu | Rural Marketing: Text and Cases | Pearson Education India, 2011 | Revised |

**Reference Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| **R-01** | Gopalaswamy T P | Rural Marketing | Vikas | Latest Edition |
| **R-02** | Sawalia Bihari Verma, M. Narayan, P. Thryambakam | Rural Marketing | Scientific Publishers, 2014 | Revised |
| **R-03** | Ramkishen Y | New Perspectives in  Rural & Agricultural Marketing | Jaico Publishing House,  Mumbai | Latest Edition |