

Subject Code: 1MS2020354

Subject Title: Rural Marketing

1. Course Objectives and Outline:

This course is aimed at familiarizing students to the agriculture and rural Marketing environment so that they can understand consumers and marketing characteristics of the rural areas. This understanding will help them to compete in changing scenario.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Changing scenario of Rural India The Rural Marketing Environment Rural Consumer Behaviour	12	25%
2	Rural Marketing Research Segmenting and Targeting Rural Markets Product Strategy	12	25%
3	Pricing Strategies Distribution in Rural Markets Communication Strategies for Rural Markets	12	25%
4	Rural Services Marketing Marketing in Small Towns Role of Government in Rural India The Future of Rural Marketing	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Role Plays, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments. Students will also be assigned field tasks.

5. Suggested Readings

a. Books

- 1 Rural Marketing; by Pradeep Kashyap; Pearson
- 2 Rural marketing – Targeting the Non-urban Consumer; by Sanalkumar Velayudhan; Response Books(Business Books from SAGE)
- 3 Rural Marketing – Focus on agricultural inputs; by Sukhpal Singh, Vikas Publishing
- 4 Rural Marketing – Environment, Problem and Strategies; by T P Gopalaswami

b. Journals/Magazines

- International Journal of Rural Management by SAGE Publication
- Indian Journal of Marketing by AMC

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%