

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS201
Course Name:	Rural Marketing
Course Code:	2MS2010354T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) Expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
- 2) Acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
- 3) Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
- 4) Understand the concept and methodology for conducting the research in rural market

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topics	Total Hours	Weightage (%)
1	Changing scenario of Rural India, The Rural Marketing Environment Rural Consumer Behaviour	10	20%
2	Rural Marketing Research Segmenting and Targeting Rural Markets Product Strategy	10	20%
3	Pricing Strategies Distribution in Rural Markets Communication Strategies for Rural Markets	10	20%
4	Rural Services Marketing in Small Towns Role of Government in Rural India the Future of Rural Marketing	10	20%
5	The concept of Sustainable Rural Marketing Practices, Agri-Marketing and Farm-to-Fork Initiatives, New approaches to reach out rural markets – Electronic choupal applications.	8	20%

Text Books:

Sr. No.	Books
1	Raja Gopal.” Rural marketing”, Himalaya publishing, 2009

Reference Books:

Sr. No.	Books
1	Raja Gopal.” Rural marketing”, Himalaya publishing, 2009
2	K S Habeeb Rahman, “Rural Marketing in India”, Himalaya Publishing.
3	R. V. Bedi Rural, “Marketing in India”, Himalaya Publishing.
4	R. C. Arora, “Integrated Rural Development”, R. C. Arora, S. Chand and Co

List of Open-Source Software/learning website:

1. “Management Concepts and Applications/Management” available on https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
2. <http://www.swayam.gov.in>
3. http://www.managementstudyguide.com/planning_function.htm

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom’s Taxonomy Level
CLO1	Understand the scope, growth, importance of rural marketing and rural environment	2 Understanding
CLO2	Know the concept of rural marketing research and examine the differences between rural, semi –urban and urban markets.	1 Remembering, 2 Understand
CLO3	Identify the classification of rural consumer based upon the economic status and rural consumer behavior.	4 Analyze, 5 Evaluate
CLO4	Examine the rural marketing segmentation, the significance and problems of regulated markets.	4 Analyze
CLO5	Analyze classification of markets and the role of regulated markets on marketing of agricultural products	4, 5 Evaluate, Analyze
CLO6	Demonstrate different types of cooperative marketing societies and its processing in the rural marketing.	6 Create

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M				M				M
CLO2	H				M				M	
CLO3	H	H						M		
CLO4	H		H	H				M	H	
CLO5					H		M			
CLO6	H	H						M		H

H: High, M: Medium, L: Low
