

Branch Name:	MANAGEMENT(Marketing Management)
Program Code:	MS301
Course Name:	Rural Marketing
Course Code:	2MS3010754T
Pre-requisite Course:	Basics of Marketing Management

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	Defining rural markets. Rural marketing environment: • Evolution of rural marketing in India. • Rural environment: - o Demographic, Physical, political - o Social, Cultural, Technological Rural Economic Structure: • Farm Sector • Non-farm sector and rural industries. Drivers of rural economy: governmental provisions	10	20%
2	Rural Consumer Behaviour: • Consumer buying Behaviour model • Factors affecting rural consumer Behaviour: - o Cultural, social, personal, psychological • Buying decision process Rural Marketing Research: • The rural marketing research process • Participatory rural appraisals • Scaling tools for quantitative research in rural markets 4A's of rural marketing: • Affordability, availability, awareness, acceptability	10	20%

3	Segmenting and targeting rural markets: • Pre-requisites for effective segmentation • Degrees of segmentation • Bases for segmenting rural markets Positioning: • Identifying, selecting, developing and communicating the positioning concept Product Strategy: • Product concept and classification • Product decision and strategies • Branding, Packaging, warranties and after-sales service	10	20%
4	Distribution strategies in rural markets: • Channel dynamics and rural channel members • Rural retail environment • Channel Behaviour in rural areas Distribution models in rural markets: • FMCGs, Durables, Agri-inputs. • Cooperative societies, NGOs • Commodity Markets (COSAMB, NAFED, National Cooperative Development Corporation, PDS, FCI) Rural Services: • Telecommunication in rural areas. • Information and Communication Technology (ITC)	10	20%
5	Contemporary issues and Case Study (Suggested below) • FMCG Giant's Rural Expansion in India (Hindustan Unilever (HUL) – Project Shakti) • ITC e-Choupal – Transforming Rural Agribusiness (ITC) • Tata Nano – Affordable Mobility for Rural India • Coca-Cola's Thanda Matlab Coca-Cola Campaign	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 HabeebRahman ,”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				
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