

B.Com.: Semester-V
DSE-3

BCR516: RURAL MARKETING

Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The course aims to help students understand the concept of Rural Marketing and to help them acquire knowledge and develop skills required to appreciate the role of rural sector in Indian economy.

Course Learning Outcomes

After completing the course, the student shall be able to:

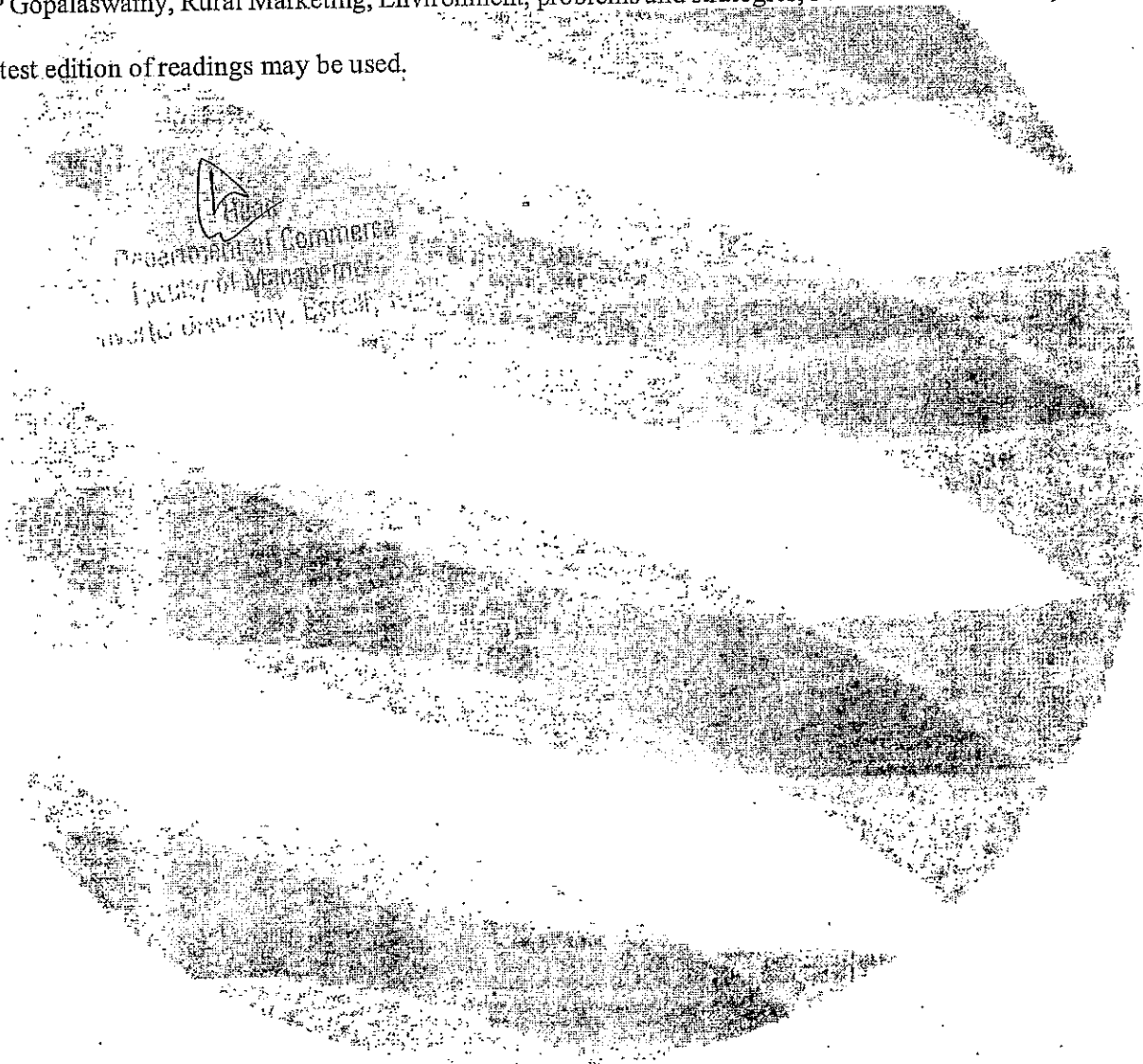
- CO1: apply the concept of Rural Marketing.
- CO2: understand of Rural Economy and Environment.
- CO3: knowledge of Social and cultural aspects in rural India.
- CO4: promote Innovations in rural marketing.
- CO5: understand the applications of marketing to rural marketing.
- CO6: exposure to the rural marketing environment and rural markets.

Unit I Rural Marketing : Characteristics and Dimensions of Rural Markets - Rural Market Profile - Rural Market in India - Size and Scope - Environment and Emerging Profile of Rural Markets in India - Constraints in Rural Marketing and strategy to overcome the constraints.
Unit II Rural Market Segmentation, Targeting and Positioning - Basis and Strategies - Consumer Behavior in Rural Markets - Approach to Rural Markets of India - Marketing Research.
Unit III Rural Market Behavior: Rural consumer dimensions - Rural Demand Dimension - Tapping the Rural Markets. Marketing Mix for Rural Marketing -- Product Planning for Rural Products - Pricing Methods and Strategies for Products of Rural Markets Product Management in Rural Markets.
Unit IV Channels of Distribution: Distribution pattern and methods in rural markets - Special characteristics of rural channels - Channel management in rural markets - Managing physical distribution in rural markets - Storage, warehousing and transportation.
Unit V Marketing Communication in Rural Markets: Promotion as a component in marketing communication - Advertising and sales promotion for rural markets - Major challenges in Media planning - Sales force management in rural markets - Selecting the Media Mix - Evaluation of promotional activities.

Suggested Readings

- C. S. G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.
- Pradeep Kashyap, Rural Marketing, 3e Perason Education, 2016.
- Balram Dogra and Karminder Ghuman, Rural Marketing, TMH, 2009.
- Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications, 2012.
- TP Gopaldaswamy, Rural Marketing, Environment, problems and strategies, 3e Vikas Publications, 2016.

Note: Latest edition of readings may be used.


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