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| **BBA 611: Rural Marketing** |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6MarksAttendance – 12 Marks |
|  Credits: 4 | End Semester Exam – 70 marks |

#  Course Objectives:

# The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required tor planning of Rural Products.

# Course Outcomes:

CO1. Apply the concept of Rural Marketing

CO2. Understanding of Rural Economy and Environment

CO3. Knowledge of Social and cultural aspects in rural India

CO4. Promote Innovations in rural marketing

CO5. Understanding the applications of marketing to rural marketing.

CO6. Exposure to the rural marketing environment and rural markets.

**Course Content –**

**Unit - 1**

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 - 2**

Rural Market Segmentation, Targeting and Positioing - Basis and Strategies - Consumer Behavior in Rural Markets - Approach to Rural Markets of India - Marketing Research.

**Unit – 3**

Rural Market Behavior ~ Rural consumer dimensions - Rural Demand Dimension - Tapping the Rural Markets.

**Unit – 4**

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 – 5**

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 - 6**

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

**Text and Reference Books-**

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