

MBA 417: RURAL MARKETING

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

Course Objectives: Upon completion of this subject, participants should have an ability to:

- *To understand nuances of Indian rural markets structure and system in India.*
- *Understand the typical rural buying behaviour of rural consumers, rural markets research, and rural market segmentation and targeting.*
- *Formulate the cutting-edge marketing strategies across product and service categories in rural market setup.*


Hours: 40

UNIT I (10 Hrs): Rural Hinterland-Characteristics and Dimensions, Rural Urban dichotomy, Growing Corporate interest in rural market, Challenges in Rural Marketing; Assessing rural Market opportunities, Rural Demand Dimensions: Thomson rule of Marketing Index, MICA rating, Lin Quest.


UNIT II (10 Hrs): Strategic Marketing in rural context; rural market offerings: rural product and brand decisions, No-frills pricing for value maximization; Educating customers and building trust in rural Markets, Innovative distribution pattern and methods in rural markets.

UNIT III (08 Hrs): Rural Marketing Strategies: Rural Marketing of FMCG, Rural marketing of consumer durables; Marketing of agricultural products, Agricultural inputs and their types, Agricultural marketing, Marketed & Marketable Surplus, Marketing rural non-farm products, Different marketing agencies and institutions, New Trends in Indian agriculture.

UNIT V (12 Hrs): Rural development administration: New Panchayati Raj System, NGOs in rural development, information technology and village development, e-governance, New


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Economic reforms & rural development; Agricultural and non-agricultural finance, Sources of finance, NABARD, RRBs and rural development banks, constraints in credit delivery system.

Suggested Readings:

1. Rural- Marketing- Text & Cases, Krishnamacharyulu C S G, Ramakrishnan Lalitha - (Pearson) 2011, 2 e
2. New Perspectives in Rural & Ahicultural Marketing, Ramakishen Y-: Jaico publishing 2011, 2 e
3. Rural Marketing Concepts & Practices, Dogra Balram, Ghuman Karminder- (Tata Mc Graw-Hill) 2009, 4th Reprint, 1e
4. Rural Marketing- Environment Problems & Strategies, Gopaldaswamy T P- (Vikas Publishing House) 2009, Revised 3 e
5. Rural Marketing- Targeting the Non-urban consumer, Velayudhan Sanal Kumar- (Response, SAGE Publication) 2002, 1 e

COURSE OUTCOMES : After completion of this course, the student will be able to

<i>COURSE OUTCOMES DESCRIPTION</i>	
CO1	<i>Able to explain and discuss the general concepts about rural marketing management and the rural marketing process</i>
CO2	<i>Able to assess the challenges and opportunities in the field of rural marketing in India and expose the students to the rural market environment</i>
CO3	<i>Able to apply adaptations to the unique rural marketing mix elements to meet the needs of rural consumers</i>
CO4	<i>Able to understand the concept and methodology for conducting the research in rural marketing</i>
CO5	<i>Able to understand challenges in global setting</i>
CO6	<i>Able to identify and apply the knowledge of subject practically in real life situations</i>

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

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