



| Bachelor of Business Administration (B.B.A.) | | | | | |
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| Semester | V | Course Title | Rural Marketing (Marketing Group) | Course Code | |
| Type of Course | Major (Marketing) | Credit | 04 | Theory | 04 Hours |
| Practical | NIL | Teaching Hours | 60 | Internal Marks | 50 |
| External Marks | 50 | Total Marks | 100 | External Exam Time | 2 Hours |

COURSE OUTCOMES:

- The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.
- To explore various facets of rural marketing and expose them towards rural market environment and challenges in the globalized economies.
- Identifying the characteristics and dynamics of rural consumers, including demographics, income levels, and lifestyle patterns.
- Analyzing the unique challenges and opportunities presented by rural markets, such as infrastructure limitations and cultural nuances.

Pedagogy: Theory, Exercise

COURSE CONTENT

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| Unit-1 | Introduction to Rural Marketing | Hours: 12 |
| | <ul style="list-style-type: none"> • Concept and meaning of Rural Marketing. • Significance of Rural Marketing In India. • Characteristics of Rural Marketing. • Rural India: Demographic Profile. • Challenges to Rural Marketing In India. • Nature of Rural Consumer. | |
| Unit - 2 | Understanding Rural Environment | Hours: 12 |
| | <ul style="list-style-type: none"> • Concept and Meaning of Rural Environment. • Rural Consumers Dimensions – • Buying Decision Process • Rural Marketing Mix • Rural Infrastructure and Institutions. • Impact of Technology on Rural Environment. • Case Study | |
| Unit - 3 | Rural STP | Hours: 12 |
| | <ul style="list-style-type: none"> • Rural Market Segmentation and targeting, • Positioning Strategies for Rural Market. • Strategies for New Product Planning & Development for Rural Markets, • Product Mix. • Pricing Strategies for Rural Markets-Pricing Policies, Innovation in Pricing of the Products. • Case Study | |
| Unit - 4 | Rural Communication and Distribution | Hours: 12 |
| | <ul style="list-style-type: none"> • Challenges in Rural Communication, • Advertising and Sales Promotion for Rural Markets, • Rural Media, Branding in Rural Markets, • Issues in Rural Distribution Channels, • Tapping the Rural Markets, Rural Retailing, | |



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| | <ul style="list-style-type: none">• Haats/Shandies, Vans & Mobile Stores,• Innovation in Rural Distribution Systems.• Case Study | |
| Unit - 5 | Rural Market- Sector Analysis | Hours: 12 |
| | <ul style="list-style-type: none">• Rural Marketing of FMCGs and consumer durables: Case Studies of Marketing of FMCGs.• Issues related to Marketing of Consumer Durables in Rural Markets;• Rural Marketing of Financial Services: Banking Services and Insurance.• Rural Marketing of Agricultural Inputs – Tractor, Fertilizer and Agro-chemicals | |
| Skill Development Activities: Practical Applications. | | |
| REFERENCES | | |
| <ul style="list-style-type: none">• Rural marketing and management – Gupta- PHI publication• Issues and Challenges in the Rural Marketing– Dr. A. Selvaraj - Scientific Publishers• Rural Marketing -Kashyap, P. &Raut, S., Biztantra• Rural Marketing - T.P. Gopal Swamy, Vikas Publishing House• Rural Marketing -Dogra, B. &Ghuman, K., TMH• Rural Marketing -Velayudhan, S. K. SAGE Publication• Rural Marketing - Mathur, U.C, Excel Books | | |