

MBAS 558: RURAL MARKETING

Workload : 4 hours per week. - Total credits: 4

Examination : 3 hours 70 marks

Objectives : 1. To know the emerging trends of rural marketing.
2. To understand the profile of rural consumers.
3. To realise the trends in rural marketing.

Course

outcome 1. Develop required skills to manage rural customers.
2. Strategies to overcome the practical difficulties of rural marketing
3. Explore the job opportunities in rural marketing

Pedagogy : Lectures, assignments, practical exercises, discussions, seminars.

Module 1, Overview of Rural Marketing –Evolution of Rural Marketing in India
Definition- Nature –Scope- Characteristics and potentials of Rural Marketing - Importance of Rural Marketing- Socio-Cultural-economic & other environmental factors affecting Rural Marketing-A comparative Analysis of Rural Vs Urban Marketing- Size & Structure of Rural Marketing – Emerging challenges and Opportunities in Rural Marketing.

Module 2, Rural Markets & Decisions: Profile of Rural Marketing, Consumer Profile- Rural Market Equilibrium-Classification of Rural Marketing, Regulated and Non-Regulated. Marketing Mix- Segmentation, Targeting, Position. Rural Marketing Strategies. Role of Central, State Government and other Institutions in Rural Marketing. Integrated Marketing Communication in Rural Marketing.

Module 3, Product & Distribution: Product / Service Classification in Rural Marketing, New Product Development, Brand Management in Rural Marketing. Rural Distribution channel management- Managing Physical distribution in Rural Marketing- Fostering Creativity & Innovation in Rural Marketing- - Sales force Management in Rural Marketing.

Module 5, Rural Consumer Behaviour: Consumer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail & IT models in Rural Marketing-CSR and Marketing Ethics in Rural Marketing- Source of Financing and credit agencies. Advertising & Media Role in Rural Marketing.

Module 6, Trends in Rural Marketing: e- Rural Marketing-CRM & e-CRM in Rural Marketing- Advanced Practices in Rural Marketing, Social Marketing-Network Marketing-Green Marketing in Indian and Global Context-Co-operative Marketing- Micro Credit Marketing- Public Private Partnership Model in Rural Marketing, Advancement of Technology in Rural Marketing- Structure of Competition in Rural India.

Module 7, Rural Marketing Research: Rural Market Research, marketing research Process, Evolution of, rural marketing research, Sources and methods of data collection, Data collection approaches in rural area, Data collection tools for rural market, research tools for rural market. Limitations and challenges in rural marketing research.

Reference Books:

1. Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
2. Rural Marketing: Indian Perspective By Awadhesh Kumar Singh Satyaprakash Pandey New age publishers
3. Rural Marketing – U.C.Mathur, excel books, 1/e 4. Indian Rural Marketing Rajagopal Rawat Publishers
4. [Pradeep Kashyap](#) and [Siddhartha Raut](#), The Rural Marketing Book (Paperback) 2005, BIZTANTRA,
5. [Dogra Balram](#) and [Karminder Ghuman](#), Rural Marketing: Concepts and Practices (Paperback) 2007, Tata McGraw-Hill Publishing Company Ltd.
6. [Pradeep Kashyap](#) , Rural Marketing (Old Edition) Paperback – 2011, 2nd Edition, Pearson.
7. [C.S.G. Krishnamacharyulu](#) and Lalitha Ramakrishnanan, Rural Marketing Text and Cases, 2nd Edition, (Paperback) – 2010, Pearson Education.

