

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 558: RURAL MARKETING

Workload : 4 hours per week. - Total credits: 4
Examination : 3 hours 70 marks
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 for planning of Rural Products.
Pedagogy : Lectures, assignments, practical exercises, discussions, seminars.

Chapter 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.

Chapter 2: Rural Markets & Decisions: Profile of Rural Marketing, Consumer Profile- Rural Market Equilibrium-Classification of Rural Marketing – Regulated - 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.

Chapter 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.

Chapter 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.

Chapter 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.

Chapter 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.

References:

1. Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
2. Rural Marketing: Indian Perspective By Awadhesh Kumar Singh Satyaprakashpandey
New age publishers
3. Rural Marketing – U.C.Mathur, excel books, 1/e 4. Indian Rural Marketing
RajagopalRawat Publishers
4. Pradeep Kashyap and Siddhartha Raut, The Rural Marketing Book (Paperback) 2005,
BIZTANTRA,
5. Dogra Balram and KarminderGhuman, 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 LalithaRamakrishnan, Rural Marketing Text and
Cases, 2nd Edition, (Paperback) – 2010, Pearson Education.

