

Name of the Program: Master of Business Administration (MBA) MBAS 409: RURAL MARKETING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	56 hours
Pedagogy: Lectures, assignments, practical exercises, discussions, seminars, etc. Examination: 30 marks continuous evaluation and 70 marks final examination.		
Objectives: - To know the emerging trends of rural marketing. - To understand the profile of rural consumers. - To realize the trends in rural marketing. - To engage students in independent and life-long learning. - To identify the key issues facing a business or business subdivision. - To develop analytical and critical thinking abilities for decision making. - To integrate tools and concepts from multiple functional areas.		
Course Outcomes: - Develop required skills to manage rural customers. - Strategies to overcome the practical difficulties of rural marketing - Explore the job opportunities in rural marketing - Demonstrate the knowledge in this area and solve complex corporate problems. - Identify business opportunities, design and implement innovations in work space. - Apply reasonings informed by the contextual knowledge in the given area. - Apply ethical principles for making judicious managerial decisions.		
Syllabus		Hours
Module No.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 No. 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 No.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 No. 4: Rural Services Marketing		
Telecommunication in Rural India, Financial Services in Rural India, Banking Services , Information and Communication Technology, Rural Health Care Services,		
Module No. 5: Segmentation and Targeting		

Rural Market Segmentation, Bases for Rural Consumer Markets, Targeting Strategies, Rural Market Positioning.	
Module No 6: 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 No 7: 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 No 8: 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	
Books for Reference: 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.	