

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 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.

