Sem III

I>Course Content:

Semester	III Marketing
Subject	Rural Marketing
Course Code	MMSME 306 (RGCMS)
Credits	4
Duration	40

Learning Objective:

- 1. To develop an understanding of the rural economy of India
- 2. To develop a marketing program for rural consumers

Module

Introduction to Rural Marketing - Demographics and psychographics of rural India, Land use patterns, Health care, etc. Rural Environment - Socio Economic, Cultural and Political Aspects, SHG, Microfinance, NABARD, RRBs, State cooperative banks Governmental Development Programmes, Mahatma Gandhi National Rural Employment Guarantee Act (MN REGA) Rural Consumer Behaviour : Characteristics of rural consumer, Factors affecting rural consumer behaviour Analyse rural India and drivers of rural demand Analyse rural India and drivers of rural demand Analyse rural India and drivers of rural demand Analyse rural India Analyse	No	Content	Activity*	Learning Outcome
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	9	Social Entrepreneurship –	Lecture /	Understanding the scope of Social
Opportunities & Challenges Case studies Entrepreneurship in rural India				

Sem III

II>Course Outcomes

Code	Course Outcome	
MMSME306.1	analyze rural marlet with reference to demographic, psychography and land use pattern	Analyze
MMSME306.2	compare Self Help Group, Microfinance, Mahatma Gandhi National Rural Employment Guarantee Act, National Bank For Agriculture & Rural Development.	Apply
MMSME306.3	MMSME306.3 apply model pertaining to consumer behaviour and factor affecting rural consumer behaviour.	
MMSME306.4	apply 4A's of rural marketing to overcome challenges in rural market.	Evaluate
MMSME306.5	evaluate proliferation communication techonology used for marketing of product and service in rural market.	Analyze
MMSME306.6	implement social enterprises in rural india for development of rural masses.	Create

Text books

1	Pradeep Kashyap, (2007): IInd Edition, The Rural Marketing Text Book
2	Ravindranath V. Badi & Narayansa V. Badi (2014) IIIrd Edition, Rural Marketing
	Text Book; HPH

Reference Books

No reference book