

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

No	Content	Activity*	Learning Outcome
1	Introduction to Rural Marketing – Demographics and psychographics of rural India, Land use patterns, Health care, etc.	Lecture	An overview of rural India
2	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)	Lecture / Case Studies / Articles	Analyse rural India and drivers of rural demand
3	Rural Consumer Behaviour : Characteristics of rural consumer, Factors affecting rural consumer behaviour	Lecture	Understanding how rural consumers behave and what factors affect their behaviour
4	„4As of rural marketing-mix“	Lecture	Understanding the 4P“s in rural context
5	Rural Distribution: Challenges & Opportunities	Lecture / Case studies	Understanding the issues related to rural distribution
6	Communication in Rural India	Lecture / Case studies	Enable students to appreciate the various media for reaching rural
7	Marketing of Agri Input and Rural Produce & Services Marketing (Agricultural & Non-agricultural)	Lecture / Case studies	Understanding marketing of rural oriented products g & services
8	Proliferation of technology in Rural India	Lecture / Case studies	Understanding the scope of technological application in rural India
9	Social Entrepreneurship – Opportunities & Challenges	Lecture / Case studies	Understanding the scope of Social Entrepreneurship in rural India

II>Course Outcomes

Code	Course Outcome	Cognition
MMSME306.1	analyze rural market 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	apply model pertaining to consumer behaviour and factor affecting rural consumer behaviour.	Analyze
MMSME306.4	apply 4A's of rural marketing to overcome challenges in rural market.	Evaluate
MMSME306.5	evaluate proliferation communication technology 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