

Elective Course 8: Rural Marketing

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M3PE516	Course Duration:	30 Hours

Course Objectives:

- To familiarize students with unique characteristics, challenges, and opportunities in rural markets.
- To develop analytical skills to assess rural consumer behaviour and segment rural markets effectively.
- To equip students with strategies for product design, pricing, distribution, and communication specific to rural consumers.
- To foster understanding of social, economic, and cultural factors influencing rural buying decisions.
- To cultivate strategic thinking for implementing sustainable and inclusive marketing practices in rural areas.

Course Outcomes:

- CO1: Understand the scope and opportunities in Rural Marketing in current scenario.
- CO2: Understand applications of rural marketing in context of Product, pricing, distribution and communication among rural segments.
- CO3: Analyse Rural economy, rural marketing environment and rural consumer behaviour.
- CO4: Evaluate role of financing and cooperative institutions in rural markets.
- CO5: Create marketing strategies for marketing of agricultural & cottage industry produce.

Unit / Module	Content	CO Mapping	Hours Assigned
1	Rural Marketing Opportunities <ul style="list-style-type: none">● Taxonomy of Rural markets● Rural Marketing Model● Bottom of the pyramid approach● Rural versus Urban Marketing	CO1	3

	Innovative and Inclusive Growth		
2	Understanding Rural Economy <ul style="list-style-type: none"> ● Rural Marketing environment and its implications on marketers ● Social environment ● Economic environment ● Technological environment ● Innovations Political Environment	CO3	3
3	Rural Consumer Behaviour <ul style="list-style-type: none"> ● Buying behaviour and decision process ● Opinion Leaders ● Environmental factors affecting buying process ● Buyer Characteristics ● Buying behaviour patterns Brand Loyalty	CO3	4
4	Segmentation, Targeting and Positioning in rural markets <ul style="list-style-type: none"> ● Basis of segmenting rural markets ● Evaluation and selection of Target Market segments, Coverage of Markets Identifying and Selecting Positioning Concepts for rural markets	CO2	3
5	Product and Pricing Strategy in Rural Markets <ul style="list-style-type: none"> ● Product concept and classification of Rural products ● Packaging for rural markets, The Sachet Revolution ● Branding and problems of fake brands ● Price setting strategies for Rural markets Credit in rural markets – need, sources,	CO2	3

	innovative strategies		
6	Rural distribution and communication <ul style="list-style-type: none"> • Challenges in rural distribution • Channel behaviour and Distribution models in rural markets • Challenges in rural communication • Developing an Effective Rural Communication message Emerging models eg: Amul, e-Choupal, Project Shakti	CO2	3
7	Marketing of agricultural produce and rural and cottage industry products <ul style="list-style-type: none"> • Marketing of agricultural produce Regulated markets • Formation of cooperative organizations • Contract farming Agricultural exports zone (AEZ)	CO5	3
8	Role of financial institutions in rural marketing <ul style="list-style-type: none"> • Agricultural credit situation • Types of credit • Rural credit institutions – NABARD – commercial banks – state cooperative banks (SCB) – state cooperative agricultural and rural development banks (SCARDB) – regional rural banks RRB – local area banks – flow of institutional credit to agriculture – kisan credit card scheme – impact on rural market 	CO4	3
9	Role of cooperative institutions in rural marketing <ul style="list-style-type: none"> • Cooperatives as organizations Structure of cooperative organizations – types – share of 	CO4	2

	cooperatives in national economy Impact of cooperatives on rural marketing		
10	Rural Marketing Opportunities <ul style="list-style-type: none"> ● Taxonomy of Rural markets ● Rural Marketing Model ● Bottom of the pyramid approach ● Rural versus Urban Marketing Innovative and Inclusive Growth	CO1	3

Text Books:

1. Rural Marketing – Pradeep Kashyap, Pearson
2. Rural Marketing – T P Gopalaswamy – Vikas Publishing House
3. Rural Marketing – Habeeb Ur Rahman Himalaya
4. Cases in Rural Marketing: An Integrated approach – Lalitha Ramakrishnan, CSG Krishnamacharyulu – Pearson Education
5. Rural Marketing : Text and Cases – U.C. Mathur (2008) Excel books

Reference Books:

1. Agricultural Marketing In India – Acharya – Oxford I B H
2. Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
3. A New Approach to Rural Marketing by Kaushik Sircar