

MBA II Year	MBA-E304/404		Semester-III/IV		
	Rural Marketing				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
<b>3 Hrs.</b>	<b>30 (20+10)</b>	<b>70</b>	<b>100</b>	<b>03</b>	<b>40</b>

**OBJECTIVE:** The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing practices in Indian context.

- Introduction: Meaning -Evolution –Nature and Characteristics of Rural Market –Understanding the Indian Rural Economy –Rural Marketing Models –Rural Marketing Vs Urban Marketing –Parameters differentiating Urban & Rural Market -Differences in consumer behavior in Rural and Urban market.

**(7 hours)**

- Rural Market Research: Sources of Information-Factors influencing rural consumers during purchase of products –Rural consumer Life style –Approaches and Tools of Marketing Research -Rural Business Research-Evolution of Rural Marketing Research –Sources and methods of data collection , data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.**Case Study 1:**Vinamilk: from local cooperatives to international corporation.

**(9 hours)**

- Rural Marketing Mix: Rural Marketing Mix –Additional Ps in Rural Marketing –4As of Rural Marketing Mix –New Product Development for Rural Market –Rural Market Product Life Cycle – Objectives behind new product launch –New Product development process.

**(7 hours)**

- Rural Market Brand & Channel Management: Brand Loyalty in Rural Market –Regional Brands Vs National Brands –Channel Management –Indian Rural Retail Market –Rural Retail Channel Management –Strategies of Rural Retail Channel Management.**Case Study 2:**Aavaran: creating niche through contemporary traditional textiles.

**(9 hours)**

- Applications and Innovations: Marketing of Consumer products, services, social marketing, agricultural marketing, rural industry products-Innovation for Rural Market –Marketing Strategies –e-Rural Marketing –Agricultural Co –operative Marketing –Rural Market Mapping –Corporate Social Responsibility –Organized Rural Marketing –IT for Rural Development –e-Governance for Rural India.

**(8 hours)**

#### **SUGGESTED READINGS:**

1. Aggarwal, M. (2011). *Consumer Behaviour and Rural Marketing in India*. New Delhi: New Century Publication.
2. Dogra, B. & Ghuman, K. (2009). *Rural Marketing*. New Delhi: TMH.
3. Kashyap, P. (2016). *Rural Marketing*. New Delhi: Pearson India.
4. Krishnamacharyulu, C.G. & Ramakrishnan, L. (2011). *Rural Marketing Text and Cases*. New Delhi: Pearson Education.
5. Minouti, Kamat & Krishnamoorthy, R. (2013). *Co-operatives & Rural Markets*. New Delhi: HPH.
6. Rahman, H. (2011). *Rural Marketing*. New Delhi: HPH.
7. Velayudhan, S. K. (2007). *Rural Marketing*. New Delhi: SAGE Publication
8. Balram Dogra & Karminder Ghuman, (2009) *Rural Marketing*, TMH.
9. Sanal Kumar Velayudhan, (2012). *Rural Marketing* , 2eSage publication.
10. T P Gopaldaswamy, Rural Marketing, Environment, problems, and strategies, 3e Vikas Publications, 2016
11. **Case Study 1:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621211228400>
12. **Case Study 2:** <https://www.emeraldinsight.com/doi/full/10.1108/EEMCS-Aug-2012-0143>