



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 4th Semester

Branch: Sales & Marketing Management

Subject Name: Rural Marketing

Subject Code: 1142202

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Practical / Hands on Exercise	Teachin gHrs.	Module % Weightage
1	UNIT-I <ul style="list-style-type: none"> • Defining rural markets: Definition, Nature, scope, Importance, • Opportunities and challenges rural marketing in India. • Rural Versus Urban Marketing. 	10	25
2	UNIT-II <ul style="list-style-type: none"> • Rural Marketing environment: Demographic, Physical, Social, Cultural, Technological, political; Drivers of rural economy: governmental provisions • Rural Consumer Behaviour: Factors affecting rural consumer Behaviour: Cultural, social, personal, psychological 	10	25
3	UNIT-III Selecting and Attracting Rural Market <ul style="list-style-type: none"> • Concept and process, • Bases for segmentation: Geographic; Demographic; Psychographic; Behavioral, • Targeting • Positioning: Product; Services; People ; Image 	10	25
4	UNIT-IV Application in Rural Marketing with 4 p's :Product, Price, Place, Promotion <ul style="list-style-type: none"> • Marketing of consumer Product, • Marketing of rural Industrial product • Marketing of service –Banking, Insurance, Telecom, Healthcare Marketing of Agriculture input and produced	12	25

Reference Books:

1. Rural marketing- Pradeep Kashyap,. Pearson Education
2. Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education



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3. Rural Marketing: Indian Perspective By Awadhesh Kumar Singh Satyaprakash Pandey New age publishers

Suggested Specification table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	20	10	5	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Understand the importance of Rural Markets	25
CO-2	Explain Rural marketing environment and behavior of consumers	25
CO-3	Understand the Rural Market Segmentation and Rural Products	25
CO-4	Apply Strategies to overcome the practical difficulties of rural marketing	25