

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)

**Specialization: Marketing Management**

**Subject Name: Rural Marketing (RM)**

**Subject Code: 3549213**

### 1. Learning Outcome:

- Developed understanding of the Indian rural economy.
- Identification of challenges and opportunities in rural marketing
- Exposure to the rural marketing environment and rural markets
- Understanding the applications of marketing to rural marketing
- Application of the rural marketing mix (4 A's)

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

### 3. Course Contents:

| Module No. | Modules / Sub-Modules  | No. of Sessions | 70 Marks (External Evaluation) |
|------------|--|-----------------|--------------------------------|
| I          | <p><b>Defining rural markets.</b></p> <p><b>Rural marketing environment:</b></p> <ul style="list-style-type: none"><li>• Evolution of rural marketing in India.</li><li>• Rural environment:<ul style="list-style-type: none"><li>○ Demographic, Physical, political</li><li>○ Social, Cultural, Technological</li></ul></li></ul> <p><b>Rural Economic Structure:</b></p> <ul style="list-style-type: none"><li>• Farm Sector</li><li>• Non-farm sector and rural industries.</li></ul> <p><b>Rural Infrastructure:</b></p> <ul style="list-style-type: none"><li>• Connectivity, Electricity, communication, healthcare, education.</li></ul> <p>SEC and NCCS – classifying Indian households</p> <p><b>Rural Consumer Behaviour:</b></p> <ul style="list-style-type: none"><li>• Consumer buying Behaviour model</li><li>• Factors affecting rural consumer Behaviour:<ul style="list-style-type: none"><li>○ Cultural, social, personal, psychological</li></ul></li><li>• Buying decision process</li></ul> | 9               | 17                             |

|     |   |   |    |
|-----|---|---|----|
|     | <ul style="list-style-type: none"> <li>Product adaptation and diffusion of innovation</li> </ul>  |   |    |
| II  | <p><b>Rural Marketing Research:</b></p> <ul style="list-style-type: none"> <li>The rural marketing research process</li> <li>Participatory rural appraisals</li> <li>Scaling tools for quantitative research in rural markets</li> </ul> <p><b>4A's of rural marketing:</b></p> <ul style="list-style-type: none"> <li>Affordability, availability, awareness, acceptability</li> </ul> <p><b>Segmenting and targeting rural markets:</b></p> <ul style="list-style-type: none"> <li>Heterogeneity</li> <li>Pre-requisites for effective segmentation</li> <li>Degrees of segmentation</li> <li>Bases for segmenting rural markets</li> <li>Evaluation and selection of segments</li> <li>Choosing a coverage strategy</li> </ul> <p><b>Positioning:</b></p> <ul style="list-style-type: none"> <li>Identifying, selecting, developing and communicating the positioning concept</li> </ul> <p><b>Product Strategy:</b></p> <ul style="list-style-type: none"> <li>Product concept and classification</li> <li>Product decision and strategies</li> <li>Branding, Packaging, warranties and after-sales service</li> </ul> <p><b>Pricing Strategies:</b></p> <ul style="list-style-type: none"> <li>Pricing in rural areas</li> <li>Consumer psychology and pricing</li> <li>Setting the price and price setting strategies</li> <li>Pricing strategies for rural markets.</li> </ul> | 9 | 18 |
| III | <p><b>Distribution in rural markets:</b></p> <ul style="list-style-type: none"> <li>Channel dynamics and rural channel members</li> <li>Rural retail environment</li> <li>Channel Behaviour in rural areas</li> </ul> <p><b>Distribution models in rural markets:</b></p> <ul style="list-style-type: none"> <li>FMCGs, Durables, Agri-inputs.</li> <li>Haats, Vans</li> <li>PDS, Cooperative societies, NGOs</li> </ul> <p><b>Communication strategies for rural markets:</b></p> <ul style="list-style-type: none"> <li>Challenges</li> <li>Developing effective rural communication</li> <li>Sales promotion, events, experiences</li> </ul>   | 9 | 18 |
| IV  | <p><b>Rural Services:</b></p> <p><b>Telecommunication in rural areas.</b></p>   | 9 | 17 |

|   |  |     |                   |
|---|--|-----|-------------------|
|   | <p><b>Information and Communication Technology (ITC).</b></p> <p><b>Financial Services:</b></p> <ul style="list-style-type: none"> <li>• Banking</li> <li>• Microfinance and credit services</li> <li>• Insurance</li> </ul> <p><b>Healthcare services.</b></p> <p><b>Corporate initiatives in rural markets.</b></p> <p><b>Government and rural India:</b><br/>NREGA, Jan Dhan Yojna, Aysuhman Scheme, skill development, sanitation, Education.</p> <p><b>Opportunities in rural markets:</b></p> <ul style="list-style-type: none"> <li>• Social entrepreneurship</li> <li>• Food processing and manufacturing</li> </ul>   |     |                   |
| V | <p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>• Institutes can identify a nearby village and involve their students with the village, on a long-term basis on projects pertaining to rural marketing; with the intention of uplifting the overall standard of living.</li> <li>• Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior.</li> <li>• Students can identify how marketers are addressing the various components and stages of the decision making process.</li> <li>• Students can visit villages / rural markets to learn agri-inputs marketing.</li> <li>• The impact of various communication channels on rural consumption can be explored.</li> <li>• Students can undertake research to identify potential for cottage industry, poultry sector, dairy industry, and horticulture.</li> <li>• Corporate initiatives for rural markets can also be explored.</li> </ul> | --- | (30 marks<br>CEC) |

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

## 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

|          |  |                                 |
|----------|--|---------------------------------|
| <b>A</b> | Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc. | (Internal Assessment- 50 Marks) |
| <b>B</b> | Mid-Semester examination   | (Internal Assessment-30 Marks)  |
| <b>C</b> | End –Semester Examination  | (External Assessment-70 Marks)  |

## 6. Reference Books:

| <b>Sr. No.</b> | <b>Author</b>                                   | <b>Name of the Book</b>                          | <b>Publisher</b> | <b>Year of Publication</b> |
|----------------|---|--|------------------|----------------------------|
| 1              | Pradeep Kashyap                                 | The Rural Marketing                              | Pearson          | Latest                     |
| 2              | Ravindranath V. Badi & Narayansa V. Badi        | Rural Marketing                                  | Himalaya         | Latest                     |
| 3              | C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan | Rural Marketing – Text and Cases                 | Pearson          | Latest                     |
| 4              | Balram Dogra, Karminder Ghuman                  | Rural Marketing: Concepts and Practices          | McGraw Hill      | Latest                     |
| 5              | C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan | Cases in rural marketing: an integrated approach | Pearson          | Latest                     |
| 6              | K.S. Habeeb-Ur-Rahman                           | Rural marketing in India                         | Himalaya         | Latest                     |
| 7              | R. Krishnamoorthy                               | Introduction to Rural Marketing                  | Himalaya         | Latest                     |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Prabhandan: Indian Journal of Management
2. Indian Journal of Marketing
3. Rural Marketing – Magazine
4. Journal of Rural Studies
5. Agricultural Marketing
6. Annual Report – Ministry of Rural Development, GoI.