

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year III (Semester: –VI) (W.E.F. Academic Year 2017-18)

Specialization: Marketing Management

Subject Name: Rural Marketing (RM)

Subject Code: 3569913

Subject Credits: 3

Total Marks: 150

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	Defining rural markets. Rural marketing environment: <ul style="list-style-type: none">• Evolution of rural marketing in India.• Rural environment:<ul style="list-style-type: none">○ Demographic, Physical, political○ Social, Cultural, Technological Rural Economic Structure: <ul style="list-style-type: none">• Farm Sector• Non-farm sector and rural industries. Rural Infrastructure: <ul style="list-style-type: none">• Connectivity, Electricity, communication, healthcare, education. SEC and NCCS – classifying Indian households Rural Consumer Behaviour: <ul style="list-style-type: none">• Consumer buying Behaviour model• Factors affecting rural consumer Behaviour:<ul style="list-style-type: none">○ Cultural, social, personal, psychological• Buying decision process• Product adaptation and diffusion of innovation	9	17
II	Rural Marketing Research: <ul style="list-style-type: none">• The rural marketing research process• Participatory rural appraisals• Scaling tools for quantitative research in rural markets	9	18

	<p>4A's of rural marketing:</p> <ul style="list-style-type: none"> • Affordability, availability, awareness, acceptability <p>Segmenting and targeting rural markets:</p> <ul style="list-style-type: none"> • Heterogeneity • Pre-requisites for effective segmentation • Degrees of segmentation • Bases for segmenting rural markets • Evaluation and selection of segments • Choosing a coverage strategy <p>Positioning:</p> <ul style="list-style-type: none"> • Identifying, selecting, developing and communicating the positioning concept <p>Product Strategy:</p> <ul style="list-style-type: none"> • Product concept and classification • Product decision and strategies • Branding, Packaging, warranties and after-sales service <p>Pricing Strategies:</p> <ul style="list-style-type: none"> • Pricing in rural areas • Consumer psychology and pricing • Setting the price and price setting strategies • Pricing strategies for rural markets. 		
III	<p>Distribution in rural markets:</p> <ul style="list-style-type: none"> • Channel dynamics and rural channel members • Rural retail environment • Channel Behaviour in rural areas <p>Distribution models in rural markets:</p> <ul style="list-style-type: none"> • FMCGs, Durables, Agri-inputs. • Haats, Vans • PDS, Cooperative societies, NGOs <p>Communication strategies for rural markets:</p> <ul style="list-style-type: none"> • Challenges • Developing effective rural communication • Sales promotion, events, experiences 	9	18
IV	<p>Rural Services:</p> <p>Telecommunication in rural areas.</p> <p>Information and Communication Technology (ITC).</p> <p>Financial Services:</p> <ul style="list-style-type: none"> • Banking • Microfinance and credit services • Insurance <p>Healthcare services.</p> <p>Corporate initiatives in rural markets.</p> <p>Government and rural India:</p>	9	17

	NREGA, Jan Dhan Yojna, Aysuhman Scheme, skill development, sanitation, Education. Opportunities in rural markets: <ul style="list-style-type: none"> • Social entrepreneurship • Food processing and manufacturing 		
V	Practical: <ul style="list-style-type: none"> • 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. • Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior. • Students can identify how marketers are addressing the various components and stages of the decision making process. • Students can visit villages / rural markets to learn agri-inputs marketing. • The impact of various communication channels on rural consumption can be explored. • Students can undertake research to identify potential for cottage industry, poultry sector, dairy industry, and horticulture. • Corporate initiatives for rural markets can also be explored. 	---	(30 marks 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:

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

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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.