



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 6th Semester

Subject Class: Sectoral Elective

Subject Name: Rural and Agricultural Marketing (RAM)

Subject Code: 4569901

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Comprehend</i> development of product, price, distribution and communication strategies for different segments of rural markets.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Analyze</i> on peculiarities of rural markets, channels and competition in marketing decision making.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Deduce</i> the impact of rural culture on rural marketing. • <i>Compare</i> global rural developments with the Indian rural ecology.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Prioritize</i> rural sensitivities and ethical considerations for rural marketing decision making.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Develop</i> the skill to adapt communication to rural and local needs.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Construct</i> and execute cooperative mechanisms as innovative solutions to rural problems.

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>Defining rural markets.</p> <p>Rural marketing environment:</p> <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 <p>Rural Economic Structure:</p> <ul style="list-style-type: none"> • Farm Sector • Non-farm sector and rural industries. • Drivers of rural economy: governmental provisions <p>Rural Infrastructure:</p> <ul style="list-style-type: none"> • Connectivity, Electricity, communication, healthcare, education. <p>SEC and NCCS – classifying Indian households</p> <p>Rural Consumer Behaviour:</p> <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 	10	18
II	<p>Rural Marketing Research:</p> <ul style="list-style-type: none"> • The rural marketing research process 	10	18



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	<ul style="list-style-type: none"> • Participatory rural appraisals • Scaling tools for quantitative research in rural markets <p>4A's of rural marketing:</p> <ul style="list-style-type: none"> • Affordability, availability, awareness, acceptability <p>Agriculture Marketing:</p> <ul style="list-style-type: none"> • Definition, scope and Objectives • Concept of agricultural inputs, types of agro inputs • Feed manufacturing for livestock • Storage, transportation and marketing of livestock <p>Segmenting and targeting rural and agricultural markets:</p> <ul style="list-style-type: none"> • Heterogeneity • Pre-requisites for effective segmentation • Degrees of segmentation • Bases for segmenting rural markets <ul style="list-style-type: none"> ○ Single attribute bases ○ Multi attribute bases <ul style="list-style-type: none"> ▪ Thompson Rural market Index ▪ MICA Rural Market Ratings • 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. 		
<p style="text-align: center;">III</p>	<p>Distribution strategies:</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 • Cooperative societies, NGOs • Commodity Markets (COSAMB, NAFED, National Cooperative Development Corporation, PDS, FCI, 	<p style="text-align: center;">10</p>	<p style="text-align: center;">17</p>



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	Directorate of Marketing and Inspection, National Institute of Agricultural Marketing and SHGs). Communication strategies: <ul style="list-style-type: none">• Challenges• Developing effective rural communication• Sales promotion, events, experiences		
IV	Rural Services: Telecommunication in rural areas. Information and Communication Technology (ITC). Financial Services: <ul style="list-style-type: none">• Banking• Microfinance and credit services, agricultural credit• Insurance, crop insurance Healthcare services. Corporate initiatives in rural and agricultural markets. Opportunities in rural and agricultural markets: <ul style="list-style-type: none">• Social entrepreneurship.• Food processing and manufacturing	10	17
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. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions



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5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Pradeep Kashyap	Rural Marketing	Pearson	2016 / 3 rd
2	Ravindranath V. Badi & Narayansa V. Badi	Rural Marketing	Himalaya	2013
3	C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan	Rural Marketing – Text and Cases	Pearson	2010 / 2 nd
4	Balram Dogra, Karminder Ghuman	Rural Marketing: Concepts and Practices	McGraw Hill	2007
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
8	S.S. Acharya, N.L. Agarwal	Agricultural Marketing in India	Oxford & IBH	2019 / 6 th
9	Pingali Venugopal	Agri-input Marketing in India	Sage	2014 / 1 st

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 / Web resources, 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.
7. http://www.indusedu.org/pdfs/IJRMEC/IJRMEC_1298_67352.pdf