

MBA II Semester III
Rural and Cooperative Sector (Rural Marketing)

1. Objectives:

The objectives of the course are:

1. To develop an understanding about the agriculture based rural economy in India and to access the potential of rural markets for durable and non durable products
2. To understand the social dynamics and buying behaviour of rural consumers.
3. To develop insights about successful marketing strategies for rural markets.

2. Course Duration:

The total hours for teaching this course will be 50 hours, which will be divided into 40 sessions of 75 minutes duration each.

3. Course contents:

The course will contain following modules:

Module No.	Modules / sub-Modules	Sessions	Marks (20% of 70 each)
I	Understanding Rural Economy, Rural markets and Rural Consumers.	8	14
II	Rural Consumer Behaviour, Rural Marketing Research and Marketing Information System.	8	14
III	Segmenting and targeting rural consumers and Product strategy for rural markets. Contract Farming	8	14
IV	Pricing and Promotional Strategies for Rural Markets.	8	14
V	Distribution strategies for rural markets. Problems of Rural Marketing in India	8	14

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques of Marketing.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

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

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 10% (Internal Assessment)
B	Mid-Semester examination	Weightage 20 % (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Text Books:

The following books may be used as base book for this course. However, students are also expected to refer books by other authors on the subject. A suggestive list of reference books is also given here. They are also supposed to read business magazines and journals related to the subject.

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
T1	Krishnamacharyulu and Ramakrishnan	Rural Marketing Text and Cases	Pearson Education	Latest Edition
T2	Kashyap Prdeep and Raul Siddhartha	Rural Marketing	Biztantra	2010 Edition
T3	Dogra and Ghuman	Rural Marketing concept and Practices	Tata McGraw Hill	Latest Edition

7. Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	Velaudhan and Sridhar (editors)	Marketing to Rural Consumers	Excel Books New Delhi	Latest Edition
R2	Ramkishen Y	New Perspectives in Rural & Agricultural Marketing	Jaico Publishing House, Mumbai	Latest Edition
R3	Krishnamacharyulu and Ramakrishnan	Cases in Rural Marketing	Pearson Education	Latest Edition
R4	Gopaldaswamy T P	Rural Marketing:	Vikas	Latest Edition

		Environment, Problems and Strategies		
R5	Singh and Pandey	Rural Marketing: Indian Perspective	New Age	Latest Edition
R6	Sanal Kumar Velayudhan	Rural Marketing: Targeting the Non-urban Consumer	Sage	Latest Edition
R7	Ruchika Ramakrishnan	Rural Marketing in India: Strategies and Challenges	New Century	Latest Edition
R8	Charles Burgess Austin	Co-operation in agriculture, marketing, and rural credit	Austin	Latest Edition
R9	Csaba Csáki	Reaching the Rural Poor: A Renewed Strategy for Rural Development	World Bank	Latest Edition
R10	P Van Mele, A Salahuddin, and N P Magor	Innovations in Rural Extension:	CABI	Latest Edition

8. List of Journals/ Periodicals/ Magazines/ Newspapers:

Business Newspapers, such as The Economic Times, Business Standard, Financial Express. Business magazines, such as Business India, Business Week, Business Today, Business World. The Hindu Business Line, Economic and Political Weekly, Indian Management, The co-operator, Productivity, Indian Journal of Agricultural Economics, Kurushetra, Journal of Rural Development. Working papers on rural marketing from IRMA.

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session Plan:

Rural and Cooperative Sector (Rural Marketing)

Session no.	Topic
1	The size, characteristics and Importance of Rural sector in India
2	The evolution and growth of rural sector in the post liberalization era.
3	The rural – urban divide in India
4	Defining rural markets and rural marketing; Characteristics of rural markets.
5	Size and growth of rural markets in India. The rural infrastructure.
6-7	Rural Market structure and Marketing environment.
8	Feedback and review of module-1 / Case analysis
9	Characteristics of Rural Consumer
10	Factors affecting consumer behaviour
11	Consumer buying process and buying roles
12	Opinion Leadership process and diffusion of innovation.
13	Difference between rural and urban consumer behaviour.
14	Marketing Information System for rural markets and Sources of Information
15	Rural Marketing Research, Contract Farming
16	Feedback and review of module -2 / Case analysis.
17	Segmenting rural markets
18	Product and brand positioning in rural markets;
19	Product differentiation and branding strategies for rural markets
20	Product life cycle and Product mix strategies for rural markets
21	Packaging for rural markets and role of semiotics
22	Marketing of services to rural consumers
23	Rural Marketing strategy: planning, implementation and feedback
24	Feedback and review of module -3/ Case analysis
25	Rural Pricing Objectives and strategies
26	Pricing methods and credit delivery systems for rural markets
27	Factors affecting rural communication.
28	Communication barriers and two step communication process
29	Designing the message and selecting media vehicle
30	Using events and outdoors for rural communication
31	Sales promotion and personal selling in rural markets
32	Feedback and review of module -4 / Case analysis
33	Channels of distribution for rural markets
34	Warehousing and physical distribution
35	Distribution of Essential Commodities through Public Distribution System
36	Distribution of Agricultural inputs to rural buyers
37	Distribution of service products
38	Problems of Rural Marketing in India
39	Innovations in rural markets
40	Feedback and review of module – 5 / Case analysis