



C. U. SHAH UNIVERSITY, Wadhwan City



FACULTY OF MANAGEMENT STUDIES MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER III (THREE)

CODE 5MS03RMT1

Name of Subject Rural Marketing

Teaching & Evaluation Scheme

Teaching Scheme (Hours)				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional	University	Total
4	0	0	4	30	70	100

Objectives

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.

Prerequisites Basic knowledge of Rural Marketing.

Course outline

Sr. no	Course Outline	No. of hours
I	The size, characteristics and Importance of Rural sector in India, The evolution and growth of rural sector in the post liberalization era, The rural - urban divide in India, Defining rural markets and rural marketing; Characteristics of rural markets. Size and growth of rural markets in India. The rural infrastructure, Rural Market structure and Marketing environment	15
II	Characteristics of Rural Consumer, Factors affecting consumer behavior, Consumer buying process and buying roles, Opinion Leadership process and diffusion of innovation, Difference between rural and urban consumer behavior, Marketing Information System for rural markets and Sources of	15



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	Information, Rural Marketing Research, Contract Farming	
III	Segmenting rural markets, Product and brand positioning in rural markets, Product differentiation and branding strategies for rural markets, Product life cycle and Product mix strategies for rural markets, Packaging for rural markets and role of semiotics, Marketing of services to rural consumers, Rural Marketing strategy: planning, implementation and feedback.	15
IV	Pricing and Promotional Strategies for Rural Markets, micro marketing, Distribution strategies for rural markets, Problems of Rural Marketing in India	15
Total Hours		60

Learning Outcomes

Theoretical Outcomes Understanding the importance of Rural Marketing.

Practical Outcomes

1. To understand and apply the social dynamics and buying behaviour of rural consumers.
2. To develop insights about successful marketing strategies for rural markets.

Teaching & Learning Methodology

- Lectures
- Case Studies
- Class Participation

Books Recommended

1. 'Rural Marketing Text and Cases', Krishnamacharyulu and Ramakrishnan, Pearson.
2. 'Rural Marketing', R. V. Badi, Himalaya.
3. 'Rural Marketing', KashyapPrdeep and Raul Siddhartha, Biztantra.
4. 'Rural Marketing concept and Practices', Dogra and Ghuman, McGraw Hill.

E-Resources

1. www.en.wikipedia.org/wiki/Rural_marketing
2. www.ruralmarketing.org