

Rural Marketing

Course Objectives

Majority of Indian population resides in rural parts of the country, which makes it a potential market. To tap such market potential the organizations resorts to Rural Marketing using paradigms fit for such a market. This course intends to provide an overview of rural markets and emerging perspectives of rural marketing, thus imparting managerial initiatives and relevant frameworks used by business managers for rural markets.

Syllabus

Rural Market, Rural Consumer Behavior, Rural Marketing Research , Segmenting, Targeting and Positioning, Product & Pricing Strategies for Rural Markets, Marketing of Agricultural Products, Rural and Urban Markets

Expected Outcome

On completion of the course, the students are expected to be familiar with the concepts and framework of Rural Economy, Rural Marketing theory & practices and Rural consumer behavior.

References

1. Pradeep Kashyap, The Rural Marketing, Pearson Education.
2. R. V. Badi and N.V. Badi, Rural Marketing, Himalaya Publishing.
3. Sanal Kumar Velayudhan, Rural Marketing: Targeting the Non-urban Consumer, Sage Publications.
4. C.S.G. Krishnamacharyulu and Lalitha R, Rural Marketing, Pearson.
5. S. Singh, Rural Marketing – Focus on Agricultural Inputs, Vikas Publishing House.
6. Shepherd, A., “A Guide To Maize Marketing For Extension Officers”. Extension Guide 1, Marketing & Rural Finance Service. FAO, Rome. <http://www.fao.org/docrep/013/i1792e/i1792e00.pdf>
7. Balaram Dogra & Karinder Ghuman, Rural Marketing: Concept & Cases, Tata Mcgraw-Hill Publishing Company.
8. A.K. Singh and S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers.
9. CSG Krishnamacharylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia.
10. RamKishen, New Perspectives in Rural & Agricultural Marketing, Jaico Publishing House.

Units Topics

1 Rural Market : Rural Market in India- Size & Scope, Rural development as a core area, Efforts put for Rural development by government, Emerging Profile of Rural Markets in India, Problems of rural market. Constraints in Rural Marketing and Strategies to overcome constraints.

2 Rural Consumer Behaviour: Rural Consumer Vs Urban Consumer – a comparison, Factors affecting Rural Consumer Behaviour- Social factors, Cultural factors, Technological factors. Rural Marketing Research : Process of Research in Rural Markets, Approaches in Rural Markets.

First Internal Examination

3 Segmenting, Targeting and Positioning: Conditions for Effective Market Segmentation, Approaches for Segmenting the Rural Market, Rural Market Segmentation Tools. Product & Pricing Strategies for Rural Markets : Rural Product classification, Product Decisions and Strategies, Product Life Cycle Strategies in Rural Markets, New Product Development in Rural Markets, Rural pricing Strategies.

4 Promotion & Distribution Strategies for Rural Markets: Advertising, Advertising mix factors, Media planning, Objectives of advertising and sales promotion

Second Internal Examination

5 Rural and Urban Markets: Comparative Analysis, Parameters Differentiating Urban & Rural Markets, Similarities and Differences in Consumer Behaviour in Rural & Urban Markets.

Marketing of Agricultural Produce and Inputs: Regulated markets, Cooperative Marketing & Processing Societies, Corporate Sector in Agri-Business: Cultivation, Processing & Retailing; Rural Marketing of FMCGs.

Final Examination