

RURAL MARKETING [RUMK]

General Information :

1. Name of the Trade : Rural Marketing
2. Entry Qualification : Passed Class VIII
3. Duration of Training : 06 Months [Under vocational Short Term Course]

Objective of the Course :

Market is an important institution of our social and economic system. Marketing is the system created by society for the purpose of supplying goods and service. Rural marketing has increased substantially during the past few decades due to growth in Agriculture as its associated industries. It is hoped that the present exercise will prove useful in marketing the course job oriented and would help in achieving objectives of developing vocational skill in this area.

At the end of the training, the trainees will be able to:

- Acquire knowledge about concepts of marketing. Identifying customers and their needs
- Communication skills in advertising
- Computer basics and their application in marketing

The Course content is to be covered in less than 26 weeks since some weeks will be used for enrolment procedures, leave of the instructor, holidays, examination and tests, industrial visits etc.

Course Break-up :

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|--------------------------------|---|-----------|
| a) Practical instruction | : | 288 hours |
| b) Theoretical instruction | : | 67 hours |
| c) Entrepreneurial instruction | : | 05 hours |

Marks Alloted :

- | | | |
|--------------|---|-----|
| a) Practical | : | 400 |
| b) Theory | : | 100 |

Marketing : An Introduction

- Modern Concept - New Horizon
2. Marketing & Economic Development
- Marketing's Catalytic Role

- 3. Indian Rural Market**
 - The Characteristics of Rural Economy
 - Meaning of Rural Market - Market segmentation - Problem & Prospect
 - 4. Marketing Research**
 - Market Research Procedure
 - Types & Techniques
 - Market Research Organisation.
 - 5. Product Planning & Life Cycle.**
 - 6. Product Management Integration**
 - Product positioning
 - Diversification
 - Product time
 - Simplification
 - Branding
 - Packaging
 - Rural Scheme.
 - 7. Pricing**
 - Meaning & Role of Pricing - Management of Pricing - Socket Packaging.
 - 8. Personal Selling**
 - Meaning & Importance.
 - Status of Personal Selling at Rural Market in India. - The Selling Job.
 - 9. Advertising**
 - Objectives
 - Ethics
 - Media Selection
 - Ad Agency
 - Ad Research
 - Rural Advertising -
 - Advertising & Sales Promotion
 - 10. Channels of Distribution**
 - Role of Distribution Channels
 - Selection of Appropriate Channels for Rural Market - Other aspects
- Channel Management
- Conflict & Co-operation in Dist. Channels

11. Physical Distribution

- Physical Distribution Management
- System Approach to Physical Distribution
- Sufficient distribution system in Rural Markets

12. Sales Management

- Sales Routine
- Control of Sales operation
- Legal aspects of Sales
- Allocation of Territories & Sales conferences
- Fundamentals of successful selling

13. Knowledge of the goods

- Type of product's knowledge required
- Method of acquiring product knowledge

14. Study of buying motives

15. Retail Chain management

16. Public Relation

17. Net Working

18. Practical exposure on sales

19. Data Collection

20. Case study

21. Application & fundamental knowledge of Business to Consumer, websites.

22. Consumer Behaviours.

- Simple case studies

23. Marketing Laws & Consumer protection laws

24. N.G.O.s importance in Marketing/Awareness

ENTREPRENEURIAL INSTRUCTION

Sl. No.	Course Curriculum	Hours.
1.	Brief idea on nature of small business management and Industrial Technical Skill.	
2.	Preparation of schemes and vetting by Financial Institution / Lead Bank for obtaining loans.	
3.	Rules for setting up of business / production unit.	
4.	Maintenance of Accounts, labour, capital etc.	
5.	Man management, Communication, Motivation	
6.	Operational management	
7.	Market survey	
8.	Quality control	
9.	Visit to Industrial units for gathering idea to start the unit	
10.	Choice of technology as per demand of local people of the area/district / state.	
11.	Knowledge of Sales tax etc.	
12.	Brief idea for registration of SSI, Trade License, Project Report, Proposal for loans, etc.	
		Total 05