

Course Name- Rural Marketing**Course Code- MS 507****Course Credits: 6**

Course Objective: The strong emergence of rural markets has made every company to focus there. This course aims at providing the students the understanding of rural markets and consumers so that they can exploit them in a better way.

BLOCK I INTRODUCTION TO RURAL MARKETING**Unit I Rural Marketing (Concept, Scope, Significance)****Unit II Classification of rural markets****Unit III Rural marketing environment****Unit IV Rural Market Profile****Unit V Constraints in Rural Marketing and strategy****Unit VI Rural Market Behavior****BLOCK II RURAL MARKETING MIX & SEGMENTATION****Unit VII Demand and Supply in Rural Market****Unit VIII Rural Market Segmentation****Unit IX Product Classification in rural market and segmentation****Unit X Marketing Mix for Rural Marketing****Unit XI Branding Strategy in Rural Market****Unit XII Product Lifecycle in Rural Market and New Product Development****BLOCK III CONSUMER BEHAVIOUR AND DISTRIBUTION****Unit XIII Consumer Behavior in Rural Markets****Unit XIV Consumer Behavior Theories and their Application in Rural Market****Unit XV Channels of Distribution****Unit XVI Channels Management in rural market****Unit XVII Sales Management in rural market****Unit XVIII Sales force management in rural markets****BLOCK IV COMMUNICATION IN RURAL MARKET****Unit XIX Marketing Communication in Rural Markets****Unit XX Advertising and Sales promotion****Unit XXI SHG Linkage**

Satellite Distribution, Syndicated Distribution, ITC's Distribution Model

Unit XXII Rural Industry

Marketing of rural industry, cottage industry, and artisan products

Unit XXIII Issues in Rural Markets**Unit XXIV Role of Government and NGOs in Rural Marketing****Unit XXV The Future of Rural Marketing**

Suggested Readings:

1. Pradeo Kashyap and Siddhartha Raut, “The Rural Marketing”, Biztantra, New Delhi, 2004.
2. Ram Kishen, “New Perspectives in Rural and Agricultural Marketing”, Jaico Publishing House, Mumbai 2005.
3. Krishnamachariyula, “Rural Marketing text of cases”, Person Education, 2002.
4. Krishnamachariyula, “Cases in Rural Marketing”, Person Education, 2003.