

Rural Marketing

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Rural Marketing	4	3	1	0	Pass in Class XII	NIL

Learning Objectives

The paper aims to develop basic understanding of concepts, tools, challenges and growing importance of rural markets in Indian scenario.

Learning Outcomes

After the completion of the course, the learner shall be able to:

1. Develop basic understanding of distinguishing characteristics of rural markets. Familiarize with the concept of rural marketing environment with special focus on segmentation, targeting and positioning in rural markets.
2. Analyse dynamics of rural markets where marketing strategies related to product decisions are to be developed.
3. Demonstrate marketing decisions related to price in rural markets.
4. Describe marketing decisions related to promotion in rural markets.
5. Analyse marketing decisions related to distribution in rural markets.

Course Contents:

Unit 1: Introduction (9 hours)

Concept, nature and growing importance of rural markets; Rural vs Urban Marketing; Rural marketing environment; Characteristics of Rural Consumer and motives; Segmentation, targeting and positioning in rural markets; Emerging trends of rural marketing in India.

Unit 2: Product and Pricing Decisions (18 hours)

Rural product classification; Product adoption process in rural market; product branding, packaging, labeling and product support services in rural markets, Challenges in developing a product for rural markets; Product innovations for rural market. Factors affecting pricing decisions for rural markets; setting price for rural market: factors, methods and strategies; Challenges in setting price for rural markets

Unit 3: Promotion Decisions (9 hours)

Factors affecting promotion mix for rural markets; Challenges in rural communication and promotion; promotion mix-promotion tools and their importance for rural markets; Cases for innovative approaches for promotion in rural market.

Unit 4: Distribution Decisions (9 hours)

Rural Distribution Channels; logistics decisions for rural markets; factors affecting distribution decisions in rural markets; challenges for distribution decisions in rural markets; Cases for innovative distribution approaches in rural market.

Exercises

The learners are required to:

1. Compare and contrast between rural and urban markets with suitable examples.
2. Discuss marketing strategies of companies which have successfully implemented their products and services in the rural markets.
3. Demonstrate how companies have developed or modified their products to make their products and services useful for rural markets.
4. Explore the examples where price decisions were relevant and provided affordability to rural consumers.
5. Demonstrate the importance of promotion mix decision in the rural markets.
6. Present case studies of companies providing solutions for distribution mix strategies.
7. Explore the case examples of companies which failed in the rural markets with reasons.
8. Explore the ways by which innovation can take place in the rural markets

Suggested Readings

- Dogra, B and Ghuman, K. (2008). Rural Marketing: Concepts and Practices, Tata McGraw Hill
- Kashyap, P. (2016). Rural Marketing (3/e), Pearson Education.
- Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition), Pearson Education. Indian edition.
- Krishnamacharyulu, C.S.G and Ramakrishnan, L. (2011). Rural Marketing: Text and Cases (2/e). Pearson Education.
- Ramakrishnan, R. (2006). Rural Marketing in India: Strategies and Challenges. New Century Publications.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.