

Discipline Specific Elective Course- 8.8 (DSE-8.8): Rural Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credit s	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutoria l	Practical/ Practice		
Rural Marketing: DSE-8.8	4	3	1	0	Pass in Class XII	NIL

Rural Marketing BCH: DSE- 8.8

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 learners will be able to:

1. Examine the concept of rural marketing environment with special focus on segmentation, targeting and positioning in rural markets.
2. Analyse product decisions in rural markets.
3. Analyse pricing decisions in rural markets.
4. Analyse promotion decisions in rural markets.
5. Analyse distribution decisions in rural markets.

Course Content:

Unit 1: Introduction (10 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 Decisions (10 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.

Unit 3: Pricing and Promotion Decisions (15 hours)

Factors affecting pricing decisions for rural markets; setting price for rural market: factors, methods and strategies; Challenges in setting price for rural markets

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 (10 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:

Learners are required to:

1. Analyse the STP strategy for any newly developed product for rural market.
2. Draft the marketing mix for selling shampoos in rural marketing.
3. Imagine themselves as a sales representative of an MNC. Perform a role play exhibiting how your promotion strategy will change when marketing product in urban market vs Rural Market.
4. Compare the distribution strategy used by any two companies in a Rural Market
5. Do the following assignment:

With the increase in OTT content consumption by the rural market during the pandemic, as per reports, suggest measures to introduce new content by an OTT platform that can be targeted towards the rural audience.

6. Design a communications campaign to create awareness in your rural market about the spurious products based on your company's products that are being marketed.
7. Do the following assignment:
As a rural marketing expert, a consumer durables company seeks your inputs for introducing their products such as washing machine(or any other product) in the rural market. Provide suitable suggestions for their product/price/distribution/communications strategy.
8. Analyse the rural marketing strategies used by companies for a national and a regional brand of detergent.

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.
- 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.