



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTOR

Course Title	RURAL MARKETING				
Course Code	CMB418				
Programme	MBA				
Semester	IV				
Course Type	PROFESSIONAL ELECTIVE-VI				
Regulation	IARE - R16				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	0	3	-	-
Chief Coordinator	Ms. S. Lakshmi, Assistant Professor, MBA				
Course Faculty	Ms. S. Lakshmi, Assistant Professor, MBA				

I. COURSE OVERVIEW:

In this course, the students understand and appreciate the differences and similarities between urban and rural Indian markets. To make them understand and develop marketing strategies that are unique to rural India Rural marketing is seeing renewed interest in recent times given the opportunity size and scope. Large e-commerce companies and the traditional commerce chains are shifting their marketing focus from the much crowded metros to the rural markets given higher dispensable income and know-how of products. This course discusses the changing demographics of rural India, the evolution of rural markets, factors that influence sales and distribution, behavior and importance of channels, market penetration strategies, challenges, case analysis of some success stories and more

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites	Credits
PG	CMB010	II	Marketing Management	3

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Rural Marketing	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✗	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

50 %	To test the objectiveness of the concept.
50 %	To test the analytical skill of the concept OR to test the application skill of the concept.

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

Component	Theory		Total Marks
	CIE Exam	AAT	
CIA Marks	25	05	30

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Alternative Assessment Tool (AAT):

Marks shall be awarded considering the average of two quizzes for every course. The AAT may include seminars and assignments.

VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes (POs)		Strength	Proficiency assessed by
PO1	Managerial Skills: Apply knowledge of management theories and practices to solve business problems.	1	Assignment
PO4	Communication Skills: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.	2	Seminars
PO5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	1	Assignment
PO6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs	1	Seminars

3 = High; 2 = Medium; 1 = Low

VII. COURSE OBJECTIVES :

The course should enable the students to:	
I.	Expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
II.	Acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
III.	Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
IV.	Understand the concept and methodology for conducting the research in rural market

VIII. COURSE OUTCOMES (COs):

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMB418:01	CO 1	Understand the scope, growth, importance of rural marketing and rural environment.	PO 4	2
CMB418:02	CO 2	Know the concept of rural marketing research and examine the differences between rural, semi –urban and urban markets.	PO 4,PO 5, PO6	1
CMB418:03	CO 3	Identify the classification of rural consumer based upon the economic status and rural consumer behavior.	PO 1,PO6	1
CMB418:04	CO 4	Examine the rural marketing segmentation, the significance and problems of regulated markets.	PO 6	1
CMB418:05	CO 5	Analyze classification of markets and the role of regulated markets on marketing of agricultural products.	PO 4	2
CMB418:06	CO 6	Discuss the role of media in rural marketing and the main problems in rural communication.	PO 6	1
CMB418:07	CO 7	Enumerate the different types of product and pricing strategies in rural marketing.	PO 1	1
CMB418:08	CO 8	Elucidate the marketing agencies managing the sale force and study about the sales force management in rural marketing.	PO 6	1
CMB418:09	CO 9	Recognize the role and importance of government in developing rural agriculture marketing.	PO 4	2

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMB418:10	CO 10	Demonstrate different types of cooperative marketing societies and its processing in the rural marketing.	PO 1	1
CMB418:11	CO 11	Explain the concept of Agriculture credit policy and crop insurance for the benefit of rural people.	PO 4	1
CMB418:12	CO 12	Express the scope, importance and modern techniques for rural marketing distribution.	PO4	1

3 = High; 2 = Medium; 1 = Low

IX. MAPPING COURSE LEARNING OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcomes	Program Outcomes (POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1				2				
CO 2				2	1	1		
CO 3	1					1		
CO 4						1		
CO 5				2				
CO 6						1		
CO 7	1							
CO 8						1		
CO 9				2				
CO 10	1							
CO 11				2				
CO 12				2				

3 = High; 2 = Medium; 1 = Low

X. ASSESSMENT METHODOLOGIES – DIRECT

CIE Exams	PO 1, PO 4, PO 5, PO 6	SEE Exams	PO 1, PO 4, PO 5, PO 6	Assignments	PO 1, PO 5	Seminars	PO 4, PO6
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XI. ASSESSMENT METHODOLOGIES - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XII. SYLLABUS

UNIT-I	INTRODUCTION TO RURAL MARKETING
Meaning, scope, definition and importance, rural versus urban mindsets, growth of rural markets, basic differences between rural, semi urban and urban markets. rural market research and profile of rural consumer , research, location for conducting research, classification of rural consumer based on economic status, profile of rural consumer, rural consumer behaviour.	
UNIT-II	RURAL MARKETING SEGMENTATION
Basis of market segmentation, multi attribute segmentation, classification of markets, regulated market, defects/problems of regulated market, role of regulated markets on marketing of agricultural produce, significance of regulated markets to agriculturists. Rural communications, rural communication, role of media in rural markets, conventional media, the main problems in rural communication.	
UNIT-III	RURAL MARKETING STRATEGIES
Product strategies, pricing strategies, distribution strategies, production strategies, methods of sale, hath system, private negotiations and quotations on samples, data and magnum sale methods.	
Open auction method, sales force management for rural marketing and marketing agencies managing the sales force, sales force management in rural marketing, prevalence of beoparis.	
UNIT-IV	ROLE OF GOVERNAMENT IN DEVELOPING AGRICULTURE MARKETING
Government intervention in marketing system, role of agencies like, council of state agricultural marketing boards, , state trading, cooperative marketing, types of cooperative marketing societies, cooperative processing, national agricultural cooperative marketing federation, national co-operative development corporation, public distribution system , food corporation of India, directorate of marketing and inspection, national institute of agricultural marketing.	
UNIT-V	AGRICULTURAL CREDITAND CROP INSURANCE
Agricultural credit policy, institutional agreements for agricultural credit, crop insurance, agricultural insurance role of it in rural marketing infrastructure, importance and scope, modern techniques for rural distribution.	
Text Books:	
1. Raja Gopal.” Rural marketing”, Himalaya Publishing, 2009.	
2. Ramkishen Y,” New perspectives on rural marketing” 2 nd Edition, Oxford, 2012	
Reference Books:	
1. K S HabeebRahman ,”Rural Marketing in India” ,Himalaya Publishing.	
2. R. V. Bedi Rural,” Marketing in India”, Himalaya Publishing.	
3. R. C. Arora,” Integrated Rural Development”, R. C. Arora, S. Chand and Co.	

XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
1-3	Definition and importance, rural versus urban mindsets, growth of rural markets.	CO1	T1:22.5 R1:2.3
4-5	Basic differences between rural, semi urban and urban markets.	CO1	T1:22.5 R1:2.4
6-7	Rural market research and profile of rural consumer, research, location for conducting research.	CO2	T1:22.6 R1:2.6
8-9	Classification of rural consumer based on economic status, profile of rural consumer.	CO2	T1:22.7 R1:4.4
10-11	Market segmentation, multi attribute segmentation, classification of markets.	CO3	T1:22.7 R1:4.10
12-13	Regulated market, defects/ problems of regulated market, role of regulated markets on marketing of agricultural produce.	CO3	T1:22.8 R1:4.15

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
14-16	Significance of regulated markets to agriculturists. Role of media in rural markets, conventional media.	CO4	T1:22.9 R1:5.4
17-19	Product strategies, pricing strategies, distribution strategies. Role of agencies, council of state agricultural marketing boards.	CO4	T1:22.9 R1:5.8
20-22	Sales force management for rural marketing and marketing agencies managing the sales force.	CO5	T1:23.10 R1:6.8
22-24	Types of cooperative marketing societies. Cooperative processing, national agricultural cooperative marketing federation.	CO5	T1:23.10 R1:6.13
25-26	Public distribution system , food corporation of India, directorate of marketing and inspection.	CO6	T1:23.9 R1:7.5
27-29	National institute of agricultural marketing. National co-operative development corporation.	CO6	T1:23.10 R1:7.5
30-32	Agricultural credit policy, institutional agreements for agricultural credit.	CO7	T1:23.10 R1:8.1
33-35	Crop insurance, agricultural insurance role of it in rural marketing infrastructure.	CO7	T1:23.1 R1:9.2
36-38	Importance and scope, modern techniques for rural distribution.	CO8	T1:23.1 R1:9.4
39-42	State trading, cooperative marketing.	CO8	T1:23.1 R1:9.9
42-43	Problems in rural communication.	CO9	T1:23.1 R1:9.10
45-48	Rural communications, rural communication process.	CO9	T2:27.5 R1:10.2

XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

SNo	Description	Proposed actions	Relevance with PO's
1	Recent technology developments and Innovations that transformed rural life.	Seminars	PO 4
2	Process of integrated marketing communication(IMC) and its role in creating awareness in the rural markets	Industrial Visit	PO 1
3	Initiatives taken by companies to train rural retailers.	Guest Lectures	PO 6

Prepared by:

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