INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)
Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

RURAL MARKETING								
II Semester: MBA								
Course Code	**Category**	**Hours / Week**			**Credits**	**Maximum Marks**		
CMBE25	**Elective**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
		3	**0**	**-**	**3**	40	60	100
Contact Classes: 45	**Tutorial Classes: Nil**	**Practical Classes: Nil**				**Total Classes: 45**		
Prerequisite: Basic concepts of management								
SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 10 (Reduced Inequalities)								

I. COURSE OVERVIEW:

This course is designed to provide the unique challenges and opportunities in marketing products and services in rural areas. Rural marketing is distinct from urban marketing due to factors such as lower income levels, diverse cultures, and infrastructure limitations. Students will learn strategies, tools, and best practices for effectively reaching and serving rural markets.

II. COURSES OBJECTIVES:

The students will try to learn:

I. The importance of Rural Marketing, Rural Environment, Problems in Rural Marketing in India
II. The different rural marketing strategies to be adopted by the corporate.
III. The rural market brand and channel management aspects.
IV. The factors that influence rural consumers during purchase of products

III. COURSE OUTCOMES:

At the end of the course students should be able to:

CO1 Understand the characteristics and dynamics of rural markets.

CO2 Develop marketing strategies tailored to rural consumers and businesses.

CO3 Identify and analyze the cultural, economic, and social factors influencing rural marketing.

CO4 Evaluate the role of technology and digital marketing in rural areas.

CO5 Implement distribution and supply chain strategies for reaching rural customers.

CO6 Analyze case studies and real-world examples of successful rural marketing initiatives.

IV. COURSE CONTENT:

MODULE - I: INTRODUCTION (08)

Nature and Characteristics of Rural Market, Understanding the Indian Rural Economy, Rural Marketing Models, Rural Marketing Vs Urban Marketing, Parameters Differentiating Urban & Rural Market, Differences in Consumer Behavior in Rural and Urban Markets.

MODULE - II: RURAL MARKETING MIX (10)

Rural Marketing Mix, Additional Ps in Rural Marketing, 4As of Rural Marketing Mix, New Product Development for Rural Market, Rural Market Product Life Cycle, Objectives behind New Product Launch, New Product Development process.

MODULE - III: RURAL MARKET BRAND & CHANNEL MANAGEMENT (09)

Brand Loyalty in Rural Market, Regional Brands Vs National Brands, Channel Management, Indian Rural Retail Market.

Rural Retail Channel Management, Strategies of Rural Retail Channel Management.

MODULE - IV: RURAL MARKET RESEARCH (10)

Sources of Information, Factors Influencing Rural Consumers during Purchase of Products, Rural Consumer Life style, Approaches and Tools of Marketing Research, Rural Business Research, Evolution of Rural Marketing Research, Sources and Methods of Data Collection, Data Collection Approaches in Rural Areas, Data Collection Tools for Rural Market. Limitation and Challenges in Rural Marketing Research, Role of Rural Marketing Consulting Agencies.

MODULE - V: APPLICATIONS AND INNOVATIONS (08)

Marketing of Consumer Products, Services, Social Marketing, Agricultural Marketing, Rural Industry Products, Innovation for Rural Market, Marketing Strategies, eRural Marketing, Agricultural Co–operative Marketing, Rural Market Mapping, Corporate Social Responsibility, Organized Rural Marketing, IT for Rural Development, e-Governance for Rural India.

V. TEXTBOOKS:

1. Dinesh Kumar, Punam Gupta, Rural Marketing, Sage Publications, 2023.
2. Pradeep Kashyap, Rural Marketing, 6e Pearson Education, 2022.
3. T P Gopalaswamy, Rural Marketing, Environment, problems and strategies, Vikas Publications, 5e,2021.
4. Sanal Kumar Velayudhan, Rural Marketing, Sage Publications,2e, 2012.

VI. REFERENCE BOOKS:

1. C. S. G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2019.
2. Balram Dogra & Karminder Ghuman, Rural Marketing, TMH, 2019.

VII. Web References:

1. http://mft.info/core/uploads/sites/32/2016/04/ENVIRONMENTAL-SCIENCE.pdf
2. http://collegesat.du.ac.in/UG/Envinromental%20Studies_ebook.pdf

VIII. E-Text Books:

1. http://www.ed.gov.nl.ca/edu/k12/curriculum/documents/science/highschool/ES3205_student_text_chapter_1.pdf
2. https://www.taylorfrancis.com/books/mono/10.4324/9780203974988/environmental-management-geoff-wilson-raymond-bryant
3. https://open.umn.edu/opentextbooks/textbooks/562
4. https://www.textbooks.com/Environmental-Science-16th-Edition/9781337569613/G-Tyler-Miller-and-Scott-Spoolman.php?CSID=2CUAZAZWO3J3SMTTCOAUCTSOB