

RURAL MARKETING

IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMB418	Elective	L	T	P	C	CIA	SEE	Total
		3	-	-	3	30	70	100
Contact Classes: 45		Tutorial Classes: Nil			Practical Classes: Nil		Total Classes: 45	
<p>OBJECTIVES:</p> <p>The course should enable the students to</p> <ol style="list-style-type: none"> 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 <p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Understand the scope, growth, importance of rural marketing and rural environment. 2. Know the concept of rural marketing research and examine the differences between rural, semi –urban and urban markets. 3. Identify the classification of rural consumer based upon the economic status and rural consumer behavior. 4. Examine the rural marketing segmentation, the significance and problems of regulated markets. 5. Analyze classification of markets and the role of regulated markets on marketing of agricultural products. 6. Discuss the role of media in rural marketing and the main problems in rural communication. 7. Enumerate the different types of product and pricing strategies in rural marketing. 8. Elucidate the marketing agencies managing the sale force and study about the sales force management in rural marketing. 9. Recognize the role and importance of government in developing rural agriculture marketing. 10. Demonstrate different types of cooperative marketing societies and its processing in the rural marketing. 11. Explain the concept of Agriculture credit policy and crop insurance for the benefit of rural people. 12. Express the scope, importance and modern techniques for rural marketing distribution. 								
UNIT-I	INTRODUCTION TO RURAL MARKETING						Classes: 09	
<p>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 behavior.</p>								
UNIT-II	RURAL MARKETING SEGMENTATION						Classes: 09	
<p>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.</p>								
UNIT-III	RURAL MARKETING STRATERGIES						Classes:09	
<p>Product strategies, pricing strategies, distribution strategies, production strategies, methods of sale, hath system, private negotiations and quotations on samples, data and magnum sale methods.</p> <p>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.</p>								

UNIT-IV	ROLE OF GOVERNMENT IN DEVELOPING AGRICULTURE MARKETING	Classes:09
<p>Government intervention in marketing system, role of agencies like, council of state agricultural marketing boards, , state trading, cooperative marketing, types of cooperative marketing societies, co- operative 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.</p>		
UNIT-V	AGRICULTURAL CREDIT AND CROP INSURANCE	Classes: 09
<p>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.</p>		
Text Books:		
<ol style="list-style-type: none"> 1. Raja Gopal.” Rural marketing”, Himalaya publishing, 2009 2. Ramkishen Y,” New perspectives on rural marketing” 2nd Edition, Oxford, 2012 		
Reference Books:		
<ol style="list-style-type: none"> 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. 		
Web References:		
<ol style="list-style-type: none"> 1. https://www.scribd.com/doc/10553358/Rural-Marketing 2. http://www.ddegjust.ac.in/studymaterial/mba/mm-310.pdf 		
E-Text Books:		
<ol style="list-style-type: none"> 1. http://www.pondiuni.edu.in/storage/dde/downloads/markiv_rm.pdf 2. http://www.pondiuni.edu.in/sites/default/files/Rural-Marketing-260214.pdf 		