

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGEMENT)

DUAL DEGREE PROGRAMME

Year – V (Semester – IX) (W.E.F. December 2015)

Specialization: Marketing

Subject Name: Rural Marketing

Subject Code: 4190522

1. Objectives:

1. To develop an understanding about the agriculture based rural economy in India and to access the potential of rural markets for durable and non-durable products
2. To understand the social dynamics and buying behavior of rural consumers.
3. To develop insights about successful marketing strategies for rural markets.

2. Course Duration:

The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each.

3. Course contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	The size, characteristics and Importance of Rural sector in India, The evolution and growth of rural sector in the post liberalization era, The rural – urban divide in India, Defining rural markets and rural marketing; Characteristics of rural Markets. Size and growth of rural markets in India. The rural infrastructure, Rural Market structure and Marketing environment. Cooperative Marketing and APMC	7	17
II	Characteristics of Rural Consumer, Factors affecting consumer behavior, Consumer buying process and buying roles, Opinion Leadership process and diffusion of innovation, Difference between rural and urban consumer behavior, Marketing Information System for rural markets and Sources of Information, Rural Marketing Research, Contract Farming	7	17

III	Segmenting rural markets , Product and brand positioning in rural markets, Product differentiation and branding strategies for rural markets, Product life cycle and Product mix strategies for rural markets, Packaging for rural markets and role of semiotics, Marketing of services to rural consumers, Rural Marketing strategy: planning, implementation and feedback.	7	18
IV	Pricing and Promotional Strategies for Rural Markets , micro marketing, Distribution strategies for rural markets, Problems of Rural Marketing in India	7	18
V	Conduct a Survey in Rural Area and prepare a report on potential for rural marketing of a product-line or service in Rural Districts and Villages India under the guidance of your subject teacher as well as Gram <i>Panchayat</i> Leader (<i>Sarpanch</i>), and make a Public Presentation. Consider consumer or farming / agriculture products like seeds, fertilizers, micro or drip irrigation manufactured by say Hindustan Unilever Ltd (HUL), Jain Irrigation Ltd, Gujarat State Fertilizers Ltd (GSFC), GNFC, KRIBHCO, Seeds Certification Organization of Government of Gujarat, Rural and Agriculture Ministries / Departments of Gujarat / India. Also study role of United Nations in Food and Aid Distribution in Poor countries.	8	Internal Evaluation (20 Marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques of Marketing.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc.

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination	Weightage (70%) (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Krishnamacharyulu and Ramakrishnan	Rural Marketing Text and Cases	Pearson	Latest edition
T2	R. V. Badi	Rural Marketing	Himalaya	Latest edition
T3	KashyapPrdeep and Raul Siddhartha	Rural Marketing	Biztantra	Latest edition
T4	Dogra and Ghuman	Rural Marketing concept and Practices	McGraw Hill	Latest edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Gopalaswamy T P	Rural Marketing: Environment, Problems and Strategies	Vikas	Latest edition
R2	Krishnamacharyulu and Ramakrishnan	Cases in Rural Marketing	Pearson	Latest edition
R3	Velaudhan and Sridhar (editors)	Marketing to Rural Consumers	Excel Books	Latest edition
R4	Dr Kamal Taori and Irmel Marla	Marketing the Unmarketed	www.kamaltaori.com	English edition (under print)
R5	Dr Kamal Taori	Entrepreneurship in Decentralised Sector	Regency Publication	Latest edition
R6	R Krishnamoorthy	Rural Marketing	Himalaya	Latest edition
R7	Vasant Desai	Rural Development in India	Himalaya	Latest edition

9. Session Plan:

Session Nos.	Topics to be covered
1-2	The size, characteristics and Importance of Rural sector in India, The evolution and growth of rural sector in the post liberalization era.
3	The rural – urban divide in India
4-5	Defining rural markets and rural marketing; Characteristics of rural markets.

6	Size and growth of rural markets in India. The rural infrastructure.
7	Rural Market structure and Marketing environment
8	Characteristics of Rural Consumer
9	Factors affecting consumer behaviour
10	Consumer buying process and buying roles
11	Opinion Leadership process and diffusion of innovation
12	Difference between rural and urban consumer behaviour.
13	Marketing Information System for rural markets and Sources of Information
14	Rural Marketing Research, Contract Farming
15	Segmenting rural markets
16	Product and brand positioning in rural markets
17	Product differentiation and branding strategies for rural markets
18	Product life cycle and Product mix strategies for rural markets
19	Packaging for rural markets and role of semiotics
20	Marketing of services to rural consumers
21	Rural Marketing strategy: planning, implementation and feedback
22	Rural Pricing Objectives and strategies, Pricing methods and credit delivery systems for rural markets
23	Factors affecting rural communication, Communication barriers and two step communication process
24	Designing the message and selecting media vehicle, Using events and outdoors for rural communication
25	Sales promotion and personal selling in rural markets, micro marketing
26	Channels of distribution for rural markets, Warehousing and physical distribution
27	Distribution of Essential Commodities through Public Distribution System, Distribution of Agricultural inputs to rural buyers
28	Distribution of service products, Problems of Rural Marketing in India, Innovations in rural markets

29-36	Conduct a Survey related Rural Credit / Micro Finance in Rural Area and prepare a report on potential for rural processing or marketing of a product-line or service in Rural Districts and Villages India under the guidance of your subject teacher as well as Gram <i>Panchayat</i> Leader (<i>Sarpanch</i>), and make a Public Presentation. Consider consumer or farming / agriculture products like seeds, fertilizers, micro or drip irrigation manufactured by say Hindustan Unilever Ltd (HUL), Jain Irrigation Ltd, Gujarat State Fertilizers Ltd (GSFC), GNFC, KRIBHCO, Seeds Certification Organization of Government of Gujarat, Rural and Agriculture Ministries / Departments of Gujarat / India. Also study role of United Nations in Food and Aid Distribution in Poor countries.
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