

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM22 MBM5SEMM22 MFB5SEMM22
Course Title	Rural Marketing

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Identify and define rural marketing concepts and its significance
2. Relate and analyze factors affecting rural buying behavior and rural marketing mix
3. Develop rural marketing strategies in Indian Market

Syllabus

Teaching Hours

<p>Unit I: Overview of Indian Rural Market</p> <ul style="list-style-type: none"> • Defining Rural Markets and Rural Marketing Mix Challenges • Rural –Urban Market Disparities • Rural Market Environment 	06
<p>Unit II: Rural Consumer Insights</p> <ul style="list-style-type: none"> • Rural Consumer Behaviour and Buyer Decision • Segmentation , Targeting and Positioning Rural Markets • Rural Marketing Research 	05
<p>Unit III: Rural Marketing Strategies</p> <ul style="list-style-type: none"> • Rural product mix and product strategy • Rural Branding • Rural Pricing Decisions and Strategies • Rural Channel Dynamics and Behavior • Rural Centric Distribution Model • Rural Retailing • Rural Communication Strategies 	12
<p>Unit IV: Application and Future Scope</p> <ul style="list-style-type: none"> • Sectoral Focus in Rural Markets • Role of Government and NGO • Innovations and Opportunities • Marketing in Small Towns • Role of ICT Tools 	07

Suggested Readings:

1. Kashyap, P., and Raut, S., The Rural Marketing, Pearson, New Delhi.
2. Krishnamacharyulu, C.S.G. and Lalitha Ramkrishnan, L., Rural Marketing: Text and Cases Pearson Education.
3. Kumar, S.V., Rural Marketing –Targeting the Non-Urban Consumer Response Books, New Delhi.

w.e.f. Academic Year 2019-20 and onwards