

MBA 2Yrs Syllabus from Admission Batch 2018-19 onwards

3 <sup>rd</sup> Semester	18MBA302F	Rural Marketing	L-T-P 3-0-0	3 Credits	35 hrs
--------------------------	-----------	-----------------	----------------	-----------	--------

**Objectives:** Its objective is to equip students more strongly for a career in marketing agri-inputs and outputs, food products, consumer goods, crafts and services, and in developing rural markets and value chains.

**Module-I:**

Rural Market Structure, Rural consumer buying behaviour, Rural Marketing environment, Rural Marketing Information System, Research and Forecasting, Rural demand, Segmentation, Targeting, Positioning, Problems of Rural marketing, Rural Marketing Agencies.

**Module-II:**

Rural Marketing Mix, Product decisions, Pricing Decisions, Promotion decisions, Distribution and Channel Management, Relationship Management, Physical distribution, Sales force management

**Module-III:**

Agri-marketing Scope, Role in Economics development, Demand and Supply of farm products, Marketing of Agricultural inputs and farm products, Strategy for agri-marketing

**Books:**

- Rural Marketing- R Ramakrishnan, Pearson
- Rural Marketing- Dogra and Ghuman, TMH
- Rural Marketing- Badi and Badi- HPH
- Rural Marketing, Kashyap