

4 <sup>th</sup> semester	21MBA403J	Rural Retailing	L-T-P 3-0-0	3 credits	35 Hours
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**Course Objectives:**

- To know the emerging trends of rural marketing.
- To understand the profile of rural consumers.
- To realize the trends in rural marketing.

**Module -1**

Evolution of Rural Marketing in India, Definition- Nature –Scope- Characteristics and potentials of Rural Marketing - Importance of Rural Marketing- Socio-Cultural-economic & other environmental factors affecting Rural Marketing-A comparative Analysis of Rural Vs Urban Marketing- Size & Structure of Rural Marketing – Emerging Challenges and Opportunities in Rural Marketing.

Meaning of rural retailing, the role of rural retailing in India, Indian rural retail scenario, characteristics of retail for rural markets, challenges to retail industry pharma rural perspective

**Module-II**

Rural Markets & Decisions: Profile of Rural Marketing, Consumer Profile rural Market Equilibrium-Classification Of Rural Marketing, Regulated And Non-Regulated. Marketing Mix- Segmentation, Targeting, Position. Rural Marketing Strategies. Role Of Central, State Government and Other Institutions In Rural Marketing. Product & Distribution: Product / Service Classification In Rural Marketing, New Product Development, Brand Management In Rural Marketing. Rural Distribution Channel Management-Managing Physical Distribution in Rural Marketing

**Module-III**

Rural Consumer Behaviour: Consumer Behaviour Model In Rural Marketing, rural Marketing Research-Retail & IT Models In Rural Marketing-CSR And Marketing Ethics In Rural Marketing- Source Of Financing And Credit Agencies. Advertising & Media Role in Rural Marketing.

**Books:**

- Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
- Rural Marketing: Indian Perspective By Awadhesh Kumar Singh Satyaprakash Pandey New age publishers
- Dogra Balram and Karminder Ghuman, Rural Marketing: Concepts and Practices (Paperback), Tata McGraw-Hill Publishing Company Ltd.

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