

MBPC3022 RURAL MARKETING (3-0-0)

Course Objectives:

1. Gain insights into the structure, consumer behavior, environment, information systems, demand, segmentation, targeting, and positioning in rural markets.
2. Learn about the rural marketing mix, including product, pricing, promotion, distribution, relationship management, and sales force management.
3. Understand the scope of agri-marketing, its role in economic development, demand-supply dynamics, and strategies for marketing agricultural inputs and products.
4. Apply knowledge of rural marketing dynamics and agri-marketing strategies to address challenges and opportunities in rural and agricultural sectors effectively.

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

Course Outcomes:

- CO-1: Develop strategic skills in understanding rural market dynamics, enabling effective segmentation, targeting, positioning, and problem-solving in rural marketing contexts.
- CO-2: Acquire proficiency in developing and implementing rural marketing mix strategies.
- CO-3: Gain insights into the scope and significance of agri-marketing, its role in economic development, and strategies for marketing agricultural inputs and products
- CO-4: Develop practical application abilities to apply rural marketing and agri-marketing strategies in real-world scenarios, contributing to enhanced market penetration

Books:

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