

Course No. 603
Marks: 80

RURAL MARKETING(RUMT XXIII)

Hours: 40

Objective : The objective of this course is to expose the students to the peculiarities of Rural Marketing in the Indian context.

Course Contents:

- UNIT-I:** Rural marketing: introduction- nature, scope and importance, evolution of rural marketing. Dynamics in rural marketing. 20 : 10 hrs
- UNIT-II:** Rural marketing, environment, influence of geographical, economic, socio- cultural and others factors on marketing operation. 20 : 10 hrs
- UNIT-III:** Segmentation of rural market, prerequisites for effective segmentation; approaches to rural segmentation and influence of it in rural marketing. 20 : 10 hrs
- UNIT-IV:** Rural marketing strategies; product planning and product features for rural market. Distribution channels, Pricing issues and logistic issues in rural marketing. 20 : 10 hrs

Text and Reference Books :

1. Mamoria C.B : Agricultural Marketing, Himalaya Publishing House, New Delhi.
2. Gopaldaswamy T.P : Rural Marketing, Wheeler Publishers, New Delhi.
3. Cheema : Rural Marketing, DVS Publishers, Guwahati.
4. Krishnamacharymm, CSG: Rural Marketing, Pearson, New Delhi.
5. Kashyap: Rural Marketing. Pearson, New Delhi.