

Name of Institute: Institute of Management Studies (IMS)

Name of Faculty: Dr Richa Verma

Course code: MBO313

Course name: Rural Marketing

Pre-requisites: Marketing Specialisation

Credit points: 3 Credits

Offered Semester: III

Course Lecturer(1 to 15 weeks)

Full Name: Dr Richa Verma

Department with siting location: Management

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Consultation times:2:00 pm to 4:00 pm.

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

To be able to describe and explain fundamentals of Rural Marketing. To be aware of Rural Marketing practices

Course Outcomes (CO)

At the completion of the course, the student will be able to:

CO1. List and define the concepts of rural marketing.

CO2. Discuss and contrast the various rural and urban environment characteristics.

CO3: Apply the knowledge of rural marketing in promoting products.

CO4: Analyze the pros and cons of different marketing campaigns.

CO5: Appraise the use of various distribution methods

CO6: Develop a rural marketing campaign for a product.

Course Outline

UNIT I Introduction: Definition, Phased evolution of rural marketing; Scope of rural marketing- concepts, components of rural markets; Rural Marketing Model; Classification of rural markets; Rural vs. urban markets

Rural marketing environment: Brief profile of Indian Rural Markets- Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities; Rural credit institutions; Rural retail outlets

UNIT II Rural consumer behaviour: Consumer buying behaviour models; Factors affecting Consumer Behaviour- Social factors, Technological Factors, Economic Factors, Political Factors; Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty

UNIT III Rural Marketing Strategies: Rural Marketing Mix; 4 As of Rural Marketing Mix: Affordability, Availability, Awareness, Acceptability;

Segmenting, Targeting and Positioning: Segmentation- Heterogeneity in Rural, Prerequisites for Effective Segmentation, Degrees of Segmentation; Basis of Segmentation and Approaches to Rural Segmentation- Geographic, Demographic, Psychographic, Behaviour, Multi-attribute; Targeting- Evaluation

and Selection of Segments, Coverage of Segments; Positioning- Identifying the positioning Concept, Selecting the positioning Concept, Developing the Concept, Communicating the Concept

UNIT IV Product Strategy: Marketing Mix Challenges; Product concepts; Classification of Products, Rural Product Categories - FMCG, Consumer Durables, Agriculture Goods, Services

Branding in Rural India: Branding Process; Branding and Rural Buying Behaviour; Brand Loyalty Vs Stickiness; Brand building in Rural India

Distribution Strategy: Accessing Rural Markets: Coverage Status in Rural Markets; Channels of Distribution; Evolution of Rural Distribution Systems-Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Haats, Public Distribution System, Co-operative Societies; Behaviour of the Channel; Prevalent Rural Distribution Models- FMCG Companies, Durable Companies, Emerging Distribution Models- Corporate - SHG (Self Help Groups) Linkage, Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input dealers

UNIT V Communication strategy: Challenges in Rural Communication, Developing Effective Profiling of the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media; Media innovation; Influence of Consumer Behaviour on Communication strategies

Rural Marketing of FMCGs: Case Studies of Marketing of FMCGs- HUL

Rural Marketing of Consumer Durables: Issues related to Marketing of Consumer Durables in Rural Markets; Select Case Study

Rural Marketing of Financial Services: Marketing strategies of Banking Services in rural markets; Marketing strategies of Insurance Services in rural markets;

Marketing of Agricultural Inputs: Marketing for Tractor Industry; Marketing for Fertilizer Industry; Agro-chemicals

Agricultural Co-operative Marketing: Types of Co-operative societies; Challenges for Co-operative societies

Method of delivery

Lectures, PPT, case studies, experiential exercises, Active Learning Techniques.

Study time

3 hours per week

CO-PO Mapping (PO: Program Outcomes)

PO1: Develop Business Acumen & domain knowledge (With knowledge of management theories & practices)

PO2: Develop Leadership and Team building

PO3: Enhance Critical Thinking, Analysis, Problem Solving

PO4: Build Awareness of Global Business Environment

PO5: Comprehend Legal, Ethical and Social Responsibility

PO6: Develop Communication Skills, Interpersonal and Soft Skills

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	3	2	2	1
CO2	3	1	3	2	2	1
CO3	3	1	3	2	2	1
CO4	3	1	3	2	2	1
CO5	3	1	3	3	3	1
CO6	3	1	3	3	3	1

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

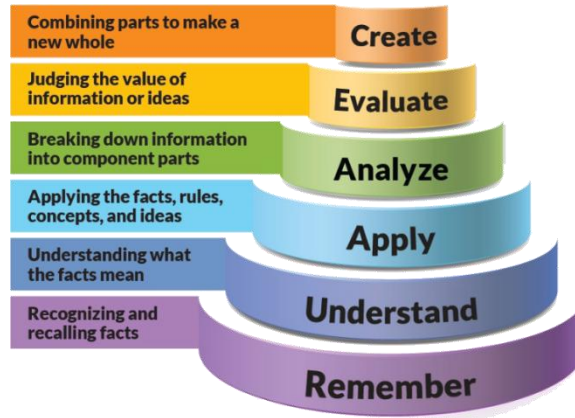


Figure 1: Blooms Taxonomy

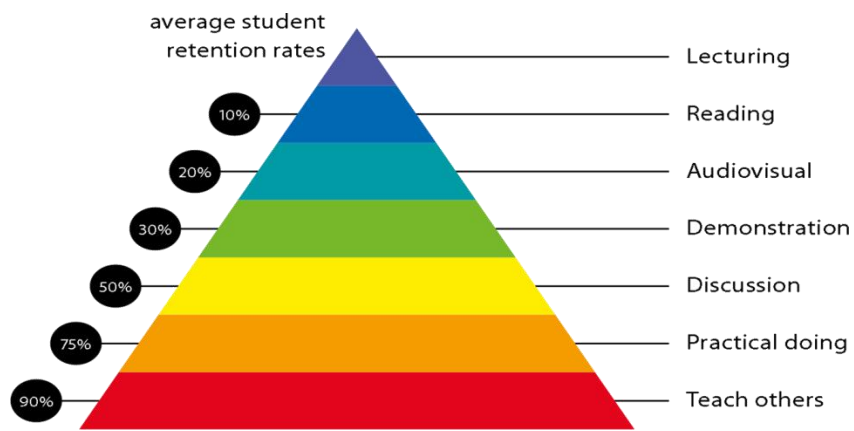


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of _____ Graduate Capabilities
<p>Informed</p> <p>Have a sound knowledge of an area of study or profession and understand its current issues, locally</p>	<p>1 Professional knowledge, grounding & awareness</p>

<p>and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	
<p>Independent learners</p> <p>Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers</p> <p>Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>	<p>3 Problem solving skills</p>
<p>Effective communicators</p> <p>Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.</p>	<p>4 Written communication</p>
	<p>5 Oral communication</p>
	<p>6 Teamwork</p>
<p>Responsible</p> <p>Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.</p>	<p>7 Sustainability, societal & environmental impact</p>

Practical work:

1. ASSIGNMENT -1 Unit 1&2
2. ASSIGNMENT -2 Unit 3,4&5

Lecture times

10:05AM-11:05AM- Monday

3:10PM- 4:10PM- Tuesday

1:00PM- 2:00PM- Thursday

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Dogra, Ghuman, Rural Marketing- Concepts and Practices, Tata McGraw Hill
2. Velayudhan, Rural Marketing- Targeting the Non-urban Consumer, SAGE.

Reference Books:

1. Kashyap, Raut, Rural Marketing, Biztantra
2. GopalSwamy, Rural Marketing, Vikas Publishing House
3. C. S. G. Krishnamacharyulu, LalithaRamakrishnan, *Rural Marketing Text & Cases*, Pearson

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment	10 Marks
Class Test	5 Marks
Attendance	5 Marks
Mid semester	40 Marks
Final exam (<i>closed book</i>)	40 Marks

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -5% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout**

the session that is not neat and legible will not be marked and will be returned to the student.

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule(subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

	Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
	Weeks 1	Introduction: Definition, Phased evolution of rural marketing; Scope of rural	CO1	Lecture

	marketing- concepts, components of rural markets; Rural Marketing Model; Classification of rural markets; Rural vs. urban markets		
Weeks 2	Rural marketing environment: Brief profile of Indian Rural Markets- Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities; Rural credit institutions; Rural retail outlets	CO1	Lecture
Week 3	Rural consumer behaviour: Consumer buying behaviour models; Factors affecting Consumer Behaviour- Social factors, Technological Factors, Economic Factors, Political Factors; Characteristics of Rural consumer- Age and Stages of the Life cycle,	CO2	Lecture
Week 4	Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.	CO2	Lecture
Week 5	Rural Marketing Strategies: Rural Marketing Mix; 4 As of Rural Marketing Mix: Affordability, Availability, Awareness, Acceptability; Segmenting, Targeting and Positioning: Segmentation- Heterogeneity in Rural,	CO3	Lecture

		Prerequisites for Effective Segmentation,		
Week 6		Degrees of Segmentation; Basis of Segmentation and Approaches to Rural Segmentation- Geographic, Demographic, Psychographic, Behaviour, Multi-attribute; Targeting- Evaluation and Selection of Segments, Coverage of Segments; Positioning- Identifying the positioning Concept, Selecting the positioning Concept, Developing the Concept, Communicating the Concept	CO3	Lecture
Week 7		Product Strategy: Marketing Mix Challenges; Product concepts; Classification of Products, Rural Product Categories - FMCG, Consumer Durables, Agriculture Goods, Services, Branding Process; Branding and Rural Buying Behaviour; Brand Loyalty Vs Stickiness; Brand building in Rural India	CO3	Lecture
Week 8		Distribution Strategy: Accessing Rural Markets: Coverage Status in Rural Markets; Channels of Distribution; Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Haats, Public Distribution System, Co-operative Societies;	CO4	Lecture
Week 9		Behaviour of the Channel; Prevalent Rural Distribution Models- FMCG Companies, Durable Companies, Emerging Distribution Models- Corporate -SHG (Self Help Groups) Linkage, Petrol pumps and Extension counters, Barefoot	CO4	Lecture

		agents, Agricultural agents, Agricultural input dealers		
	Week 10	Revision of Unit 1& 2		Lecture
	Week 11	Mid Term		
	Week 12	Challenges in Rural Communication, Developing Effective Profiling of the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media; Media innovation; Influence of Consumer Behaviour on Communication strategies	CO4	Lecture
	Week 13	Rural Marketing of FMCGs: Case Studies of Marketing of FMCGs- HUL Rural Marketing of Consumer Durables: Issues related to Marketing of Consumer Durables in Rural Markets; Select Case Study Rural Marketing of Financial Services: Marketing strategies of Banking Services in rural markets; Marketing strategies of Insurance Services in rural markets;	CO5 & CO6	Lecture
	Week 14	Marketing of Agricultural Inputs: Marketing for Tractor Industry; Marketing for Fertilizer Industry; Agro-chemicals Agricultural Co-operative	CO5 & CO6	Lecture

		Marketing: Types of Co-operative societies; Challenges for Co-operative societies		
	Week 15	Doubt solving & revision		