

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM Semester: III**  
**Effect from June, 2019**

<b>Paper Code:</b> UB03DCOM26	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Rural Marketing	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Introduction to Rural Marketing</b> Rural Marketing new Discipline, Concept and Scope, Nature of Rural market, Importance of Rural Marketing, Taxonomy of Rural market, Significance of rural market.	<b>25 %</b>
<b>2</b>	<b>Consumer Behaviour</b> Challenges, Rural customer characteristics, Brand loyalty of Indian Rural customer, Buying Decision Process, factors affecting consumer behaviour.	<b>25 %</b>
<b>3</b>	<b>Product Strategy</b> Concept and significance, Scope, Product Mix Decision, product life cycle, stages of new product development process, developing market mix for rural markets.	<b>25 %</b>
<b>4</b>	<b>Pricing Strategy</b> Concept, Pricing Objectives, Pricing Policy, pricing methods, factors affecting pricing decisions, distribution and promotion decision affecting rural marketing.	<b>25 %</b>

**Basic Text & Reference Books**

- Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
- Rural Marketing by C S G krishnamacharlyulu and Lalitha Ramkrishnan Publication ,Pearson Education Asia
- Marketing Management by Shrinivashan and Radhaswami
- Publication ,Sultan Chand & Sons, New Delhi.
- Rural Marketing by Sukhpal Singh, Vikas Publishing House.

