

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UB03ECOM06	Total Credit: 3
Title Of Paper: Rural Marketing	

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

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 krishnamacharyulu 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.

