

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: III
Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-III		
Paper Code UB03DCOM76	Title of the Paper Rural Marketing	Total Credit 3
Course Objectives	Making student ready for the need of Rural Marketing job by imparting knowledge of the subject	

Course Description		
Unit	Description	Weightage
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 ruralmarket.	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%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
--------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<ul style="list-style-type: none"> • Gain familiarity with the concept of Rural Marketing • Get insights about Consumer Behaviour • Learn about Product and pricing Strategy

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, NewDelhi
2.	Rural Marketing by C S G krishnamacharyulu and Lalitha RamkrishnanPublication,Pearson EducationAsia
3.	Marketing Management by Shrinivashan andRadhaswami
4.	Publication ,Sultan Chand & Sons, NewDelhi.
5.	Rural Marketing by Sukhpal Singh, Vikas PublishingHouse.
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/232	