

SARDAR PATEL UNIVERSITY

(Effect from June, 2021-22)

M.COM. (BUSINESS STUDIES) SEMESTER-I		
Paper Code PB01ECOM52	Title of the Paper RURAL MARKETING	Total Credit 04

Course Objectives	To aware students about basic aspects and issues of rural marketing in India.
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Course Description		
Unit	Description	Weightage
1.	Rural Marketing – Overview and Scenario Definition Rural Market Environment Rural Population Infrastructure facility Distinction between rural and urban society Rural requirements	25%
2.	Problems in Rural Marketing Underdeveloped People Underdeveloped market Mediaforruralcommunication Low per Capita income Storage andtransportation Product positioning	25%
3.	Rural Marketing Strategies Rural Market Segmentation Targeting Selection of Segments Product strategies Pricing Strategies Distribution Strategies Promotion Strategies	25%
4.	Agricultural Marketing Introduction–ConceptandDefinition Objectives of Agricultural marketing Scope of Agriculturalmarketing Challenges of Agricultural marketing	25%

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

Teaching-Learning Methodology	Use of PowerPoint presentation, small caselets discussion, real life company examples, group discussion, Seminar presentation
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
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	
1.	Develop understanding of issues in rural markets.
2.	Categorize issues in rural markets.
3.	Understanding the Overview and Scenario of rural marketing in India.
4.	Analyze marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India.

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.	Badi R.V. and Badi N. V (2016),Rural Marketing, Himalaya Publishing House, Mumbai.
2.	Desai Vasant, (1998), Rural Development, Himalaya Publishing House, Mumbai.
3.	Kotler Philip. (2013),Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.
On-Line Resources available that can be used as Reference Material	
UGC-MOOCs courses: Principles of Marketing, Marketing Management	