



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

RURAL MARKETING								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA015D	CORE	L	T	P	C	CIE	SEE	Total
		4	0	-	4	40	60	100
Contact Classes:45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Basic concepts of Marketing								

COURSE OVERVIEW:

This course on this course on Rural Marketing provides a comprehensive understanding of the concepts, evolution, and unique characteristics of rural markets, with special focus on the Indian rural economy. It explores the differences between rural and urban markets, including variations in consumer behavior and marketing approaches. The course also emphasizes rural market research, covering data collection methods, tools, and challenges specific to rural environments. It examines the rural marketing mix, including innovative strategies like the 4As model and new product development tailored for rural consumers. Further, it highlights brand and channel management in rural contexts, including retail strategies and the role of regional and national brands. Finally, the course discusses applications and innovations such as e-rural marketing, agricultural marketing, CSR initiatives, and the use of IT and e-governance in rural development.

COURSE OBJECTIVES:

- To understand the concept, evolution, characteristics, and structure of rural marketing and the Indian rural economy.
- To analyze rural consumer behavior, lifestyle patterns, and the factors influencing purchasing decisions in rural markets.
- To evaluate various rural marketing research methods, tools, data collection approaches, and challenges in rural market research.
- To examine the rural marketing mix, including product development, branding, and distribution strategies suitable for rural markets.
- To explore applications, innovations, and modern strategies such as e-rural marketing, CSR initiatives, and IT-enabled rural development.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Analyze rural market characteristics, consumer behavior.
2. Evaluate effectiveness of rural marketing research methods.

3. Develop rural marketing mix strategies for new product launches.
4. Design channel management systems for rural retail markets.
5. Apply e-rural marketing techniques for rural development initiatives.

UNIT-I Introduction to Rural Marketing

Meaning - Evolution – Nature and Characteristics of Rural Market – Understanding the Indian Rural Economy –Rural Marketing Models – Rural Marketing Vs Urban Marketing – Parameters differentiating Urban & Rural Market - Differences in consumer behavior in Rural and Urban market.

UNIT-II Rural Market Research

Sources of Information- Factors influencing rural consumers during purchase of products – Rural consumer Life style –Approaches and Tools of Marketing Research - Rural Business Research- Evolution of Rural Marketing Research – Sources and methods of data collection, data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.

UNIT-III Rural Marketing Mix

Rural Marketing Mix – Additional Ps in Rural Marketing – 4As of Rural Marketing Mix – New Product Development for Rural Market – Rural Market Product Life Cycle – Objectives behind new product launch – New Product development process.

UNIT-IV Rural Market Brand & Channel Management

Brand Loyalty in Rural Market – Regional Brands Vs National Brands – Channel Management – Indian Rural Retail Market – Rural Retail Channel Management – Strategies of Rural Retail Channel Management.

UNIT-V Applications and Innovations

Marketing of Consumer products, services, social marketing, agricultural marketing, rural industry products- Innovation for Rural Market – Marketing Strategies – e-Rural Marketing – Agricultural Co – operative Marketing – Rural Market Mapping – Corporate Social Responsibility – Organized Rural Marketing – IT for Rural Development – e-Governance for Rural India, Latest Amendments in Rural Marketing.

TEXT BOOKS:

- *Rural Marketing* – Pradeep Kashyap, Pearson India, 3rd Edition, 2016.
- *Rural Marketing: Text and Cases* – C.G. Krishnamacharyulu & Lalitha Ramakrishnan, Pearson, 2nd Edition, 2010.
- *Rural Marketing: Challenges and Opportunities* – Dinesh Kumar & Punam Gupta, Sage Publications, 1st Edition, 2019.
- *Rural Marketing: Growing the Non-Urban Consumer* – Sanal Kumar Velayudhan, Routledge, South Asia Edition, 2024.
- *Rural Marketing Concepts and Practices* – Balram Dogra & Karminder Ghuman, McGraw Hill, 2007.

REFERENCE BOOKS:

- Stephan Sorger, —Rural Marketing: Strategic Models and Metrics| Admiral Press. 3rd Edition, 2003.

- Wayne L. Winston, —Rural Marketing: Data-Driven Techniques with Microsoft Excell, Wiley , 2nd edition, 2005.
- Neil T Bendle, Paul Farris, Philip E Pfeifer, David J Reibstein, —Marketing Metrics - Manager's Guide to Measuring Marketing Performancel, Pearson Education,1st Edition, 1998.
- Raja Saxena, —Marketing Managementll, TMH, 4th Edition, 2013.

ELECTRONIC RESOURCES:

1. https://study.sagepub.in/velayudhan_rm3e
2. https://ruralmarketingagency.in/?utm_source=chatgpt.com
3. https://www.ruralmarketingsolutions.com/?utm_source=chatgpt.com
4. https://ruralmarketing.in/?utm_source=chatgpt.com
5. <https://en.wikipedia.org/wiki/E-Choupal>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

