



**Dr. V. N. Bedekar Institute of Management Studies, Thane**  
**Teaching Plan (MMS / PGDM)**  
**Academic Year (2014-15)**

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**Programme:** MMS

**Name of the Course:** Rural Marketing

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**Maximum marks:** \_100 **No. of Sessions:** 15

**Name of the Faculty:** Bhakre

**Mobile No:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Weblink:**

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**Learning Objectives:**

To familiarize the participants with conceptual understanding of Rural Marketing and development practices.

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**Reference Books:**

- Reference Text: 1. Retailing Management – Michael Levy  
2. Retail Management – Barry Berman & Joel Evans  
3. Retailing Management – Text & Cases – Swapna Pradhan  
4. Retail Management – Lusch, Dunne  
5. Retail Management – Gibson Vedamani  
6. Retail Management – Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava – Oxford Publications  
7. Retailing & E – Tailing – S.L Gupta, Ramesh Mittal, Ruchi Nayyar – International Book House Ltd  
8. Retailing – An Introduction – Roger Cox, Paul Brittain – Pearson Publications
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**Plan:**

DR VN BRIMS/FRM/ACA/08, Rev 00



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<b>Session No</b>	<b>Topics to be covered</b>	<b>Pedagogy</b>	<b>Remark</b>
1	Introduction Definition – scope of rural marketing – concepts – components of rural markets – classification of rural markets – rural vs. urban markets	Lecture Slides	
2	Characteristics and Dimensions of Rural Markets - Rural Market Profile - Rural Market in India - Size and Scope - Environment and Emerging Profile of Rural Markets in India - Constraints in Rural Marketing and strategy to overcome the constraints.	Lecture/Slides/Cases	
3	Rural marketing environment Population – occupation pattern – income generation – location of rural population – expenditure pattern – literacy level – land distribution – land use pattern –	Lecture Slides	



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	<p>irrigation – development programs</p> <p>– infrastructure facilities – rural</p> <p>credit institutions – rural retail</p> <p>outlets – print media in rural areas</p> <p>– rural areas requirement –</p> <p>problems in rural marketing – rural</p> <p>demand – rural market index</p>		
4	<p>Rural Market Behaviour Rural</p> <p>consumer dimensions - Rural</p> <p>Demand Dimension - Tapping the</p> <p>Rural Markets - Rural Market</p> <p>Segmentation - Basis and</p> <p>Strategies - Consumer Behavior in</p> <p>Rural Markets - Approach to Rural</p> <p>Markets of India - Marketing</p> <p>Research.</p>	Lecture/Slides/Cases	
5	<p>Marketing of agricultural input -</p> <p>Illustration Consumable inputs –</p> <p>durable inputs – fertilizers –</p>	Lecture/Slides/Cases	



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	<p>product – price – distribution –          promotion – SWOT analysis of          fertilizer market – agro chemicals          – product - price – distribution –          promotion – SWOT analysis of          agro chemicals market – seeds –          cattle – poultry – aqua feeds –          tractors – power tillers – irrigation          equipments – other farm          machinery</p>		
6	<p>Marketing Communication in          Rural Markets Promotion as a          component in marketing          communication - Advertising and          sales promotion for rural markets -          Major challenges in Media          planning - Sales force management          in rural markets - Selecting the          Media Mix - Evaluation of          promotional activities.</p>	Lecture/Slides/Cases	
7	<p>Channels of Distribution</p>	Lecture/Slides/Cases	



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	<p>Distribution pattern and methods in rural markets - Special characteristics of rural channels - Channel management in rural markets - Managing physical distribution in rural markets - Storage, warehousing and transportation.</p>		
8	<p>Marketing of consumables and durables Product – price – distribution strategies – product redesign – modification needs</p> <p>Marketing of agricultural produce and rural and cottage industry products Marketing of agricultural produce – regulated markets – formation of cooperative organizations – contract farming – agricultural exports zone (AEZ) – marketing of rural / cottage industries – artisan products</p>	Lecture/Slides/Cases	



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9	Role of financial institutions in rural marketing Agricultural credit situation – types of credit – rural credit institutions – NABARD – commercial banks – state cooperative banks (SCB) – state cooperative agricultural and rural development banks (SCARDB) – regional rural banks RRB – local area banks	Lecture/Slides/Cases	
10	flow of institutional credit to agriculture – kisan credit card scheme – impact on rural market	Lecture/Slides/Cases	
11	Role of cooperative institutions in rural marketing Cooperatives as organizations – structure of cooperative organizations	Lecture/Slides/Cases	
12	Types share of cooperatives in national economy – impact of	Lecture/Slides/Cases	



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	cooperatives on rural marketing		
13	Case Studies and Presentation.	Project Presentations	



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	2 tests, best of two	20
Presentation, Assignment etc.	Topic wise, Case study	10
Class Participation	Oral Questions, Debate, Query, Attendance	5
Student Conduct	Grooming, Behaviour	5

Bhakre

**Signature of Faculty**

**Signature of Co-ordinator**