

Rural Marketing

Course Contents

1. Rural Marketing Opportunities

- Taxonomy of Rural markets
- Rural Marketing Models
- Bottom of the pyramid approach
- Rural versus Urban Marketing
- Innovative and Inclusive Growth

2. Understanding Rural Economy

- Rural Marketing environment and its implications on marketers
 - Social environment
 - Economic environment
 - Technological environment
 - Innovations
 - Political environment

3. Rural Consumer Behaviour

- Buying behaviour and decision process
- Opinion Leaders
- Environmental factors affecting buying process
- Buyer Characteristics
- Buying behaviour patterns
- Brand Loyalty

4. Segmentation, Targeting and Positioning

- Basis of segmenting rural markets
- Target Marketing, Coverage of Markets
- Positioning in rural markets

5. Product and Pricing Strategy in Rural Markets

- Product categories
- Packaging
- Branding and problems of fake brands
- Pricing – special consideration
- Credit in rural markets – need, sources, innovative strategies

6. Rural distribution and communication

- Challenges in distribution
- Challenges in communication
- Emerging models eg: e-Choupal, Project Shakti

7. 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

8. 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 – flow of institutional credit to agriculture – kisan credit card scheme – impact on rural market

9. Role of cooperative institutions in rural marketing

- Cooperatives as organizations
- Structure of cooperative organizations – types – share of cooperatives in national economy
- Impact of cooperatives on rural marketing
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Resources:		
1	Text	
	Books	
		The Rural Marketing Text Book – Pradeep Kashyap, Siddhartha Raut
		Rural Marketing – T P Gopaldaswamy – Vikas Publishing House
		Rural Marketing – Habeeb Ur Rahman Himalaya
2	Reference Books	Agricultural Marketing In India – Acharya – Oxford I B H

		Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
3	Supplementary Material	A New Approach to Rural Marketing by Kaushik Sircar
		Rural Marketing – Sukhpal Singh – Vikas Publishers
4	Web Sites	http://www.echoupal.com
		http://www.rmai.com
5	Journals	International Journal of Rural Management by SAGE
		E-Journals of RMAI
		Indian Journal of Marketing