



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2018-2019)**

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Programme Name: PGDM

Trimester: IV

Name of the subject: Rural Marketing

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Dinesh Ramesh Mehra

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**Learning Objectives:**

1. To understand the growing importance of rural markets.
  2. Activities undertaken by government agencies for the development of rural areas.
  3. Activities undertaken by the private sector companies to satisfy the wants of the rural audience.
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**Reference Books:**

Rural Marketing – Pradeep Kashyap – Second Edition



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	The call of rural India. The rural marketing environment.	Rural Marketing – Pradeep Kashyap Newspaper articles – Economic Times Government websites	Understanding the timeline of rural marketing.	Evaluation by Quiz
2	Rural Consumer behaviour & Marketing research.	Rural Marketing – Pradeep Kashyap Newspaper articles – Economic Times Government websites	Understanding the purchase decisions of rural consumers.	Evaluation by Quiz
3	STP of rural markets. Case study – ITC e-Choupal	Rural Marketing – Pradeep Kashyap Newspaper articles – Economic Times Government websites	How to segment the market, which segment to target and learning to position a product/service in the minds of the consumer.	Evaluation by Quiz
4	The 4Ps of rural markets. Understanding the BCG matrix	Rural Marketing – Pradeep Kashyap Newspaper articles – Economic Times Government websites	How to project the different SBUs on the BCG matrix.	Evaluation by Quiz
5	Individual presentation on products developed specifically for rural markets.		Presentation and appreciating how companies are targeting rural consumers specifically.	Evaluation by Quiz



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6	The new initiatives undertaken by the government for the rural markets.	Rural Marketing – Pradeep Kashyap Newspaper articles – Economic Times Government websites	Understanding the new initiatives undertaken, eg – Ayushman Bharat.	Evaluation by Quiz
7	Class Test			
8	Marketing in small towns.	Rural Marketing – Pradeep Kashyap Newspaper articles – Economic Times Government websites	Understanding the 4Ps of marketing for application of products for rural markets.	Evaluation by Quiz
9	The future of rural marketing	Rural Marketing – Pradeep Kashyap Newspaper articles – Economic Times Government websites	With newer marketing initiatives what the future appears to be.	Evaluation by Quiz
10	Revision			

**Practical Approach : Other activities (Atleast 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	The 4 Ps of rural marketing		Rural Marketing – Pradeep Kashyap



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				Newspaper articles – Economic Times Government websites
4	Book Review			
5	Group Discussion	Newer initiatives in rural marketing.		Newspaper articles – Economic Times Government websites
6	Business Quiz / Business News sharing	Initiatives by government & private sector		Newspaper articles – Economic Times Government websites
7	Videos / Simulation	You tube videos on products developed for rural markets.		Online resources
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	Understanding of concepts	10
Presentation	On products developed for rural markets	10
Case Study		
Participation	Participation in class discussion & quiz.	10
Others	Attendance & Discipline	10

**Signature of Faculty**

**Signature of the Co-ordinator**