

**Master of Business Administration**  
**MBA Semester IV**  
**Marketing Management Specialization**

**MM- 06: Rural Marketing**

**Marks: 100**

**Duration: 60 Hrs.**

**CREDITS: 4**

**Objective:**

The objective of the course is to expose the students to the rural market environment and the emerging challenges in the globalization of the economies.

**Course Outcomes:** The successful completion of this course shall enable the student to:

**CO1:** Analyze the potential of rural markets in India and examine the socio-cultural, economic & other environmental factors affecting rural marketing

**CO2:** Formulate plans and strategies related to product, place and promotion for rural markets in India

**CO3:** Assess the scope of agricultural marketing in India with special reference to agricultural inputs/instruments and identify the problems related to it

**CO4:** Determination of agricultural pricing and factors influencing it.

**CO5:** Evaluate the commodity markets and examine the role of co-operative marketing in India.

UNIT	CONTENT	HOURS
I	Nature, characteristics and the potential of rural markets in India. Socio-cultural, economic & other environmental factors affecting rural marketing. Attitudes and behaviour of the rural consumers and farmers.	11
II	Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, media planning, planning of distribution channels and organizing personal selling in rural markets in India. Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.	11
III	Organization and functions of agricultural marketing in India. Classification of agricultural products with particular reference to seasonality and perish ability. Marketing structure and performance. Processing facilities for different agricultural products.	11
IV	Role of warehousing. Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organizations in agricultural marketing.	11

V	Unique features of commodity markets in India. Problems of agricultural marketing. Nature, scope and role of co-operative marketing in India.	11
	<b>Small group learning exercise involving discussion, role-play, presentations by students</b>	5
	<b>TOTAL</b>	<b>60</b>

### Readings:

1. Dinesh Kumar, Punam Gupta (2019). Rural Marketing: Challenges and Opportunities. First Edition, Sage
2. Krishnamacharyulu (2010). Rural Marketing: Text and Cases, 2e
3. Morleg J.E. Agricultural Products and their marketing.
4. Kohles, Richerd L.: Marketing of Agricultural Products.
5. Boyle J.E. Marketing of Agricultural Produce.
6. Dogra, Balram & Ghuman ,Karminder: Rural Marketing , Tata Mcgraw Hill, Delhi.
7. Kulkarni K.R. Agricultural Marketing in India.
8. MuKherjee, B.B. : Marketing of Agricultural Produce in India.
9. Gupta, A.P. “Marketing of Agricultural Products in India”.

### Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

### Teaching Plan:

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

### Facilitating the achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to analyze the potential of rural markets in India and examine different factors affecting it	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva, Problem based test, Analysis of Case study
II	Ability to formulate plans and strategies related to product, place and promotion for rural markets in India	Lecture/Video/ Case Studies/ Presentation/Role Play	Class participation, Presentation, Analysis of Case Study Viva, Problem based test

III	Ability to assess the scope of agricultural marketing in India	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test, written assignment
IV	Ability to determine agricultural pricing and factors influencing it.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva, Analysis of Case study, Problem based test
V	Ability to evaluate the commodity markets and examine the role of co-operative marketing in India.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test, Analysis of Case study