

## OBE based Teaching Lesson Plan 2019-20

**Program: M.Com. -Marketing and Analytics**

**Course Name: Rural Marketing**

**Course Code: P115 MA 401**

**Semester: IV Semester**

**Lecture hours: 60 Hours**

**Faculty in-charge: Dr Soney Mathews**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
CO1	Illustrate the role and implications of marketing manager from the perspectives of Rural marketing.	T4
CO2	Identify the factors that are responsible for the buying behavior of rural consumers	T4
CO3	Examine the issues and challenges of marketing of FMCG and consumer durables in rural India.	T4
CO4	Compare and contrast the challenges and implications of marketing of Agriculture inputs and Produces.	T6
CO5	Justify the development of distribution model of FMCG and Consumer durables companies for rural and rural communication strategy.	T6
CO6	Evaluate the implications and applicability of each recent trends in rural Marketing.	T6

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome No.</b>	<b>No. of Lecture Hours</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>T level</b>
<b>Module 1:</b> <b>Introduction to Indian Rural Marketing -</b>	CO1	10	Reading of recommended material/Artic	Lecture, illustrations, discussions	Discussion, Questions & Answers	T4

<p>Nature and scope of rural marketing; concepts and classification of rural markets; rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas, rural areas requirement, rural demand and rural market index; problems in rural marketing.</p>			<p>le/ watching videos on selected topics</p>			
<p><b>Module 2 :</b></p> <p><b>Rural Consumer behavior</b> - Consumer buying behaviour in rural markets, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors; Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. Researching Rural Market: Sensitizing rural</p>	<p>CO2</p>	<p><b>10 Hrs</b></p>	<p>Reading of recommended material/Article/ watching videos on selected topics</p>	<p>Lecture, illustrations, discussions</p>	<p>Case study analysis and discussion</p>	<p>T4</p>

market, Research design-reference frame, Research approach, Diffusion of innovation, Development studies, PRA approach(Participatory Rural Appraisal), The need for PRA, Sampling, Operational aspects of data collection,						
<b>Module 3:</b>  <b>Rural Marketing of FMCG's</b> - Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in marketing FMCG in rural markets; Rural Marketing of Consumer durables: Issues related to consumer durables in the rural market, Rural marketing of financial services: Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services	CO3	<b>10 Hrs</b>	Reading of recommended material/Article/ watching videos on selected topics	Lecture, illustrations, discussions	Assignment and Presentation	T4
<b>Module 4:</b>  <b>Marketing of agricultural inputs</b> - Indian tractor industry: A brief overview, Challenges for Indian tractor industry, factors suggesting better future prospects for tractor industry, marketing strategies for tractor industry ; Fertilizer industry in India:	CO4	<b>10 Hrs</b>	Reading of recommended material/Article/ watching videos on selected topics	Lecture, illustrations, discussions	Assignment and Presentation	T6

<p>Marketing of fertilizers, classification of fertilizer industry, Challenges for marketing of fertilizers, marketing strategies for fertilizer industry. Indian agrochemical market: Marketing environment for agrochemicals in India, factors affecting agrochemicals market growth, marketing strategies for agrochemicals.</p> <p><b>Marketing of agricultural produce</b> - Profiling of Indian agricultural produces marketing, challenges in marketing of agricultural produce, Strategies to promote marketing of agricultural produce, Governments initiative and support; Marketing of rural artisan products, Characteristics of Indian handicrafts industry, Challenges for rural artisan sector, Government policy towards handicrafts sector, marketing strategies for the development of rural artisan sector</p>						
<p><b>Module 5:</b></p> <p><b>Distribution and Communication Strategy</b> - Accessing Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Shandies, Public Distribution System, Co-operative</p>	CO5	14 Hrs	Reading of recommended material/Article/ watching videos on selected topics	Lecture, illustrations, discussions	Assignment	T6

<p>Societies; Behaviour of the Channel, Prevalent Rural Distribution Models- Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Distribution of fake products, Emerging Distribution Models- Corporate –SHG Linkage, Satellite Distribution, Syndicated Distribution, ITC’s Distribution Model, Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input dealers, Other channels;</p> <p>Rural Communication strategy: Challenges in Rural Communication, Communication Process, Developing Effective- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media: The importance of the two-step flow of communication Media Typology, Media innovation, Influence of Consumer Behaviour on Communication strategies.</p>						
<p><b>Module 6:</b> <b>Recent Trends in Rural</b></p>	<p>CO5</p>	<p><b>6 Hrs</b></p>	<p>Reading of recommende d</p>	<p>Lecture, illustrations, discussions</p>	<p>Online quiz and case study</p>	<p>T6</p>

<p><b>Marketing - Rural India</b> goes mobile and online – Internet reach – brand consciousness – opportunities – case studies of new trends – Philips free power radio – rural banking thrust – ICICI rural ATMs – Kissan Credit Cards – insurance reach – e-Choupal of ITC – information sources from APMC and MARKFED – Wired Village project – Gyandoot – Akshaya scheme – project Rural e-Seva etc.</p>			<p>material/Article/ watching videos on selected topics</p>		
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### Continuous Internal Assessment

- Power point presentation in class on the given topic.
- Case study analysis
- Article-Reflective analysis

### Books for Reference:

1. *Rural Marketing*, T.P.Gopaldaswamy, Vikas Publishing House
2. *Rural Marketing*, Badi and Badi, Himalaya Publishing House, 2 ed, 2005
3. *Agricultural Marketing in India*, Acharya and Agarwal, 3<sup>rd</sup> ed, Oxford and Wheeler Publishers.

**Approved by:**