

B.COM
APPLIED COMPONENT
SEMESTER-III –RURAL MARKETING I
(100 Marks – 75 Lectures)

Objective: To introduce students to the subject of rural marketing and issues related to rural marketing.

Unit I : Introduction: (30 Marks-22 lectures)

Meaning of the terms rural market and rural marketing. Rural market – Profile.
Tapping the rural market – need, how to identify the potential of rural market
Factors leading to growth of rural markets
Distinction between rural and urban marketing

Unit II : Rural Marketing Environment and segmentation for Rural Markets (25 Marks-19 lectures)

Rural marketing environment – Meaning, forces and their influence on rural marketing operations
Rural market segmentation – Meaning and bases – geographical, demographic, socio cultural, economic, behavioral

Unit III : Rural Consumer and Demand (20 Marks-15 lectures)

Profile of rural consumer – characteristics, attitudes and behaviour
Rural consumer demand – buying pattern and influences

Unit IV : Rural Marketing – Problems and opportunities. (25 Marks-19 lectures)

Problems of Rural Marketing - Brand building in rural India – fake brands market – strategy to counter fakes
Rural marketing opportunities
Co-operative marketing – concept

Books for Study and Reference:

- 1) James Lundy, Effective Industrial Management-, Eurasia Publishing House(Pvt.) Ltd. New Delhi
- 2) Martand Telsang, Industrial and Business Management-, S Chand & Company Ltd. New Delhi
- 3) Dr. Neeru Vasishth, Students Guide to Business Organisation-, Taxmann Allied Services Pvt. Ltd. New Delhi
- 4) A.S. Deshpande, Industrial Organisation and Management –, Vora & Co Publishers Pvt. Ltd. Mumbai.
- 5) N.G.Kale, M.Ahmed, Industrial Management, Vipul Prakashan, Mumbai