



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester
 Subject Class: Sectoral Elective
 Subject Name: Rural and Agricultural Marketing (RAM)
 Subject Code: 4549291

With effective
 from academic
 year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Comprehend</i> development of product, price, distribution and communication strategies for different segments of rural markets.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Analyze</i> peculiarities of rural markets, channels and competition in marketing decision making.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Deduce</i> the impact of rural culture on rural marketing. • <i>Compare</i> global rural developments with the Indian rural ecology.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Prioritize</i> rural sensitivities and ethical considerations for rural marketing decision making.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Develop</i> communications adapted to rural and local needs.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Construct</i> cooperative mechanisms as innovative solutions to rural problems.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549291	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Comprehend</i> development of product, price, distribution and communication strategies for different segments of rural markets.	3	2	1	-	2	-	-	-	2
LO2: <i>Analyze</i> peculiarities of rural markets, channels and competition in marketing decision making.	-	2	3	1	2	2	-	2	1
LO3: <i>Deduce</i> the impact of rural culture on rural marketing.	-	-	2	2	-	2	-	2	2
LO4: <i>Compare</i> global rural developments with the Indian rural ecology.	-	-	-	1	3	3	2	2	2
LO5: <i>Prioritize</i> rural sensitivities and ethical considerations for rural marketing decision making.	-	-	-	2	-	3	3	2	1
LO6: <i>Develop</i> communications adapted to rural and local needs.	2	2	-	3	-	2	1	3	2
LO7: <i>Construct</i> cooperative mechanisms as innovative solutions to rural problems.	-	2	3	1	-	3	1	3	3



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2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. **Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>Defining rural markets.</p> <p>Rural marketing environment:</p> <ul style="list-style-type: none"> • Evolution of rural marketing in India. • Rural environment: <ul style="list-style-type: none"> ○ Demographic, Physical, political ○ Social, Cultural, Technological <p>Rural Economic Structure:</p> <ul style="list-style-type: none"> • Farm Sector • Non-farm sector and rural industries. • Drivers of rural economy: governmental provisions <p>Rural Infrastructure:</p> <ul style="list-style-type: none"> • Connectivity, Electricity, communication, healthcare, education. <p>SEC and NCCS – classifying Indian households</p> <p>Rural Consumer Behaviour:</p> <ul style="list-style-type: none"> • Consumer buying Behaviour model • Factors affecting rural consumer Behaviour: <ul style="list-style-type: none"> ○ Cultural, social, personal, psychological • Buying decision process • Product adaptation and diffusion of innovation 	10	18
II	<p>Rural Marketing Research:</p> <ul style="list-style-type: none"> • The rural marketing research process • Participatory rural appraisals • Scaling tools for quantitative research in rural markets <p>4A's of rural marketing:</p> <ul style="list-style-type: none"> • Affordability, availability, awareness, acceptability <p>Agriculture Marketing:</p> <ul style="list-style-type: none"> • Definition, scope and Objectives • Concept of agricultural inputs, types of agro inputs • Feed manufacturing for livestock • Storage, transportation and marketing of livestock <p>Segmenting and targeting rural and agricultural markets:</p> <ul style="list-style-type: none"> • Heterogeneity • Pre-requisites for effective segmentation • Degrees of segmentation • Bases for segmenting rural markets <ul style="list-style-type: none"> ○ Single attribute bases 	10	18



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	<ul style="list-style-type: none"> ○ Multi attribute bases <ul style="list-style-type: none"> ▪ Thompson Rural market Index ▪ MICA Rural Market Ratings ● Evaluation and selection of segments ● Choosing a coverage strategy <p>Positioning:</p> <ul style="list-style-type: none"> ● Identifying, selecting, developing and communicating the positioning concept <p>Product Strategy:</p> <ul style="list-style-type: none"> ● Product concept and classification ● Product decision and strategies ● Branding, Packaging, warranties and after-sales service <p>Pricing Strategies:</p> <ul style="list-style-type: none"> ● Pricing in rural areas ● Consumer psychology and pricing ● Setting the price and price setting strategies ● Pricing strategies for rural markets. 		
III	<p>Distribution strategies:</p> <ul style="list-style-type: none"> ● Channel dynamics and rural channel members ● Rural retail environment ● Channel Behaviour in rural areas <p>Distribution models in rural markets:</p> <ul style="list-style-type: none"> ● FMCGs, Durables, Agri-inputs. ● Haats, Vans ● Cooperative societies, NGOs ● Commodity Markets (COSAMB, NAFED, National Cooperative Development Corporation, PDS, FCI, Directorate of Marketing and Inspection, National Institute of Agricultural Marketing and SHGs). <p>Communication strategies:</p> <ul style="list-style-type: none"> ● Challenges ● Developing effective rural communication ● Sales promotion, events, experiences 	10	17
IV	<p>Rural Services: Telecommunication in rural areas. Information and Communication Technology (ITC). Financial Services:</p> <ul style="list-style-type: none"> ● Banking ● Microfinance and credit services, agricultural credit ● Insurance, crop insurance <p>Healthcare services. Corporate initiatives in rural and agricultural markets. Opportunities in rural and agricultural markets:</p> <ul style="list-style-type: none"> ● Social entrepreneurship. ● Food processing and manufacturing 	10	17



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V	<p>Practical:</p> <ul style="list-style-type: none"> • Institutes can identify a nearby village and involve their students with the village, on a long-term basis on projects pertaining to rural marketing; with the intention of uplifting the overall standard of living. • Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior. • Students can identify how marketers are addressing the various components and stages of the decision making process. • Students can visit villages / rural markets to learn agri-inputs marketing. • The impact of various communication channels on rural consumption can be explored. • Students can undertake research to identify potential for cottage industry, poultry sector, dairy industry, and horticulture. • Corporate initiatives for rural markets can also be explored. 	---	(30 marks CEC)
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4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Pradeep Kashyap	Rural Marketing	Pearson	2016 / 3 rd
2	Ravindranath V. Badi & Narayansa V. Badi	Rural Marketing	Himalaya	2013
3	C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan	Rural Marketing – Text and Cases	Pearson	2010 / 2 nd
4	Balram Dogra, Karminder Ghuman	Rural Marketing: Concepts and Practices	McGraw Hill	2007



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5	C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan	Cases in rural marketing: an integrated approach	Pearson	Latest
6	K.S. Habeeb-Ur-Rahman	Rural marketing in India	Himalaya	Latest
7	R. Krishnamoorthy	Introduction to Rural Marketing	Himalaya	Latest
8	S.S. Acharya, N.L. Agarwal	Agricultural Marketing in India	Oxford & IBH	2019 / 6 th
9	Pingali Venugopal	Agri-input Marketing in India	Sage	2014 / 1 st

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Prabhandan: Indian Journal of Management
2. Indian Journal of Marketing
3. Rural Marketing – Magazine
4. Journal of Rural Studies
5. Agricultural Marketing
6. Annual Report – Ministry of Rural Development, GoI.
7. http://www.indusedu.org/pdfs/IJRMEC/IJRMEC_1298_67352.pdf