

Course Title:				Rural Marketing				
Course Code:				BUE7255				
Course Coordinator				Dr. Deepak Jain				
Credits				3-0-0				
Evaluation Scheme Total 100 Marks								
Quiz (Total 20 Marks)				Assignment/Project (Total 20 marks) (Minimum Two Assignments or one Project)		Mid-Term	Major Examination	Total
Quiz I (5 marks)	Quiz II (5 marks)	Quiz III (5 marks)	Quiz IV (5 marks)	10	10	20 marks) (1 ½ Hour Duration)	(40 marks) (3 Hour Duration)	100 Marks
WEEKS			TOPICS TO BE COVERED					
Week 1			Rural Economy - Rural - Urban Disparities, Policy Interventions, Rural Face to Reforms,					
Week 2			The Development Exercises in last few Decades,					
Week 3			Rural Marketing Index, Legal Framework of Rural Marketing					
Week 4			Role of Government in Rural Development, Agriculture Credit and Crop Insurance.					
Week 5			Rural Marketing, Concept and Scope, Nature of Rural Markets and Attractiveness					
Week 6			Rural vs. Urban Marketing, Characteristics of Rural Market Environment Rural Consumers, Buying Decision Process,					
Week 7			Rural Marketing Information System, Potential and Size of Rural Markets.					
Week 8			Selection of Markets, Product Strategy, Product Mix Decisions,					
Week 9			Competitive Product Strategies for Rural Markets.					
Week 10			Marketing of Agriculture Inputs, Problems in Rural Marketing.					
Week 11 (16th -20 March, 2026)			Mid-Term					
2nd April 2026			Showing of Mid-Term Answer Sheets					
Week 12			Pricing Strategy - Pricing Policies, Innovative Pricing Methods for Rural Markets, Promotion Strategy;					
Week 13			Appropriate Media - Designing Right Promotion Mix - Promotional Campaigns, Mobile Trading in Rural Marketing.					
Week 14			Distribution - Logistics Management - Problems Encountered - Selection of Appropriate Channels					
Week 15			New Approaches To Reach Out Rural Markets – Electronic Choupal Applications;					
Week 16			Rural Integration, Contract Farming, Marketing Development & Planning.					
Week 17 (4th -8th May, 2026)			Revision Week					
Week 18 (11th – 20nd May, 2026)			Major Examinations					
27th May, 2026			Showing of Major Exams Answer Sheets					

Course Outcomes:

After successful completion of this course, students shall be able to;

CO1: Gain Conceptual knowledge about rural marketing with special reference to Indian context and will gain insight on development of the field of Rural Marketing.

CO2: Review the substantive models and theories and how they can be used to promote business in rural areas.

CO3: Create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.

CO4: Familiarize with the special problems of rural markets, and to understand the working of rural marketing institutions.

Recommended Books:

- K.S. Habeebur Rahman, Rural Marketing, HPH
- Badi & Badi, Rural Marketing, HPH
- T. P. Gopaldaswamy, Rural Marketing, Excel Books, 2nd Edition, 2003.
- Pradeep Kashyap & Siddhartha Raut, The Rural Marketing Book, Biztantra Publications, 2006.
- Sanal Kumar, Rural Marketing, Sage Publications, 2002.
- Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi, 2008
- K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, 2007.
- CSG Krishnamacharylu & Laitha Ramakrishna, RURAL MARKETING, Pearson Education Asia, 2009
- Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi
- Agarwal A. N., Indian Economy, Vikas Publication, New Delhi, 6.
- Ruddar Dutt Sundaram, Indian Economy, Tata McGraw Hill. Publishers, New Delhi

Calendar of Quizzes/Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.

Component	Week & Day
Quiz-I	9-3-2026
Quiz-II	11-3-2026
Assignment-I	13-3-2026
Mid-Term	16-20 March, 2026
Quiz-III	4-5-2026
Quiz-IV	6-5-2026
Assignment-II	8-5-2026
Major Exam	11 th – 20 May, 2026

Note:

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.

Signature of Course Coordinator :

Dr Deepali Kumar Jain.