

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