

AC –11-03-2025  
Item No. –04

Approved by the BOS in Bachelor of Commerce (Management Studies) on 06-03-2025 Item No. 03

**As Per NEP 2020**

**Tolani College of Commerce (Autonomous)**



**Title of the Course: Rural Marketing**

**Programme: Bachelor of Management Studies Semester-VI**

**Syllabus for 4 credits**

**From the academic year 2025 - 2026**

## Name of the Course: Rural Marketing

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	Rural Marketing is a specialized branch of marketing that focuses on meeting the unique needs, demands, and challenges of rural markets. In contrast to urban markets, rural markets are often characterized by different buying behaviors, lower purchasing power, limited infrastructure, and distinct cultural preferences.
2	<b>Vertical:</b>	Marketing Electives
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	4 credits
5	<b>Hours Allotted:</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• To Gain insights into the characteristics, needs, and behaviors of rural consumers and study rural demographics, psychographics, and cultural factors that influence purchasing decisions.</li> <li>• To learn about the rural economy, infrastructure, and challenges faced by rural markets.</li> <li>• To develop effective strategies for rural product positioning, pricing, and distribution and explore rural media channels (such as radio, local events, and community-based platforms) for advertising and promotion.</li> <li>• To understand the factors influencing rural consumer behavior such as traditions, festivals, social networks, and local influences and study purchasing power, product preferences, and buying habits unique to rural customers.</li> </ul>	
8	<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>• Learners will be able to Gain insights into the characteristics, needs, and behaviors of rural consumers and study rural demographics, psychographics, and cultural factors that influence purchasing decisions.</li> <li>• Learners will learn about the rural economy, infrastructure, and challenges faced by rural markets.</li> <li>• Learner will develop effective strategies for rural product positioning, pricing, and distribution and explore rural media channels (such as radio, local events, and community-based platforms) for advertising and promotion.</li> <li>• Learner will understand the factors influencing rural consumer behavior such as traditions, festivals, social networks, and local influences and study purchasing power, product preferences, and buying habits unique to rural customers.</li> </ul>	

**Module 1:** Introduction

- Introduction to Rural Market, Definition & Scope of Rural Marketing. Rural Market in India-Size & Scope, Rural development as a core area.
- Efforts put for rural development by government (A brief Overview).
- Emerging Profile of Rural Markets in India, Problems of rural market. Constraints in Rural Marketing and Strategies to overcome constraints.

**Module 2:** Rural Market

- Rural Consumer Vs Urban Consumers– a comparison, Characteristics of Rural Consumers, Rural Market Environment: Demographics– Population, Occupation Pattern, Literacy Level; Economic Factors-Income Generation, Expenditure Pattern, Rural Demand and Consumption Pattern.
- Rural Market Index; Land Use Pattern, Rural Infrastructure -Rural Housing, Electrification, Roads.
- Rural Consumer Behaviour: meaning, Factors affecting Rural Consumer Behaviour-Social factors, Cultural factors, Technological factors, Lifestyle, Personality.

**Module 3:** Rural Marketing Mix

- Relevance of marketing mix for Rural market/Consumers. Product Strategies, Rural Product Categories-FMCGs, Consumer Durables.
- Agriculture Goods & Services; Importance of Branding, Packaging and Labelling.
- Nature of Competition in Rural Markets, the problem of Fake Brands, Pricing Strategies & objectives, Promotional Strategies. Segmentation, Targeting & Positioning for rural market.

**Module 4:** Rural Marketing Strategies

- Distribution Strategies for Rural consumers. Channels of Distribution- HAATS, Mandis, Public Distribution System, Cooperative society, Distribution Models of FMCG, Companies HUL, ITC etc. Distribution networks, Ideal distribution model for rural markets (Case study based)
- Communication Strategy. Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the Message, Selecting the Communication Channels.
- Creating Advertisements for Rural Audiences. Rural Media- Mass media, Non-Conventional Media, Personalized media.

9	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>• "Rural Marketing: Targeting the Non-Urban Consumer" by C. S. Sudhir 2014</li> <li>• "Rural Marketing" by S. Ramesh Kumar 2019 (5th Edition)</li> <li>• "Rural Marketing: Concepts and Practices" by B. N. Ghosh 2017</li> <li>• "Rural Marketing: Indian Perspective" by S. L. Gupta, N. S. Bhalla 2017</li> </ul>																
10	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>															
11	<b>Continuous Evaluation through: (40 Marks)</b> <table border="1" data-bbox="313 579 1052 772" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Component</th> <th style="text-align: center;">Total Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test</td> <td style="text-align: center;"><b>40 Marks</b></td> </tr> </tbody> </table>		Component	Total Marks	Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test	<b>40 Marks</b>											
Component	Total Marks																
Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test	<b>40 Marks</b>																
12	<b>Format of Question Paper: for the final examination</b> <b>Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60</b> <b>Duration:2 Hour</b> <table border="1" data-bbox="224 951 1490 1692" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Q. No.</th> <th style="text-align: center;">Particular</th> <th style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q-1</td> <td> <b>Attempt any TWO the following: (Module 1)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> <tr> <td style="text-align: center;">Q-2</td> <td> <b>Attempt any TWO the following: (Module 2)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> <tr> <td style="text-align: center;">Q-3</td> <td> <b>Attempt any TWO the following: (Module 3)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> <tr> <td style="text-align: center;">Q-4</td> <td> <b>Attempt any TWO the following: (Module 4)</b>  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td style="text-align: center;"><b>15 Marks</b></td> </tr> </tbody> </table> <p style="text-align: center; margin-top: 10px;">Note: Any of the full length question of 7.5 Marks can be a case study.</p>		Q. No.	Particular	Marks	Q-1	<b>Attempt any TWO the following: (Module 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-2	<b>Attempt any TWO the following: (Module 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-3	<b>Attempt any TWO the following: (Module 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-4	<b>Attempt any TWO the following: (Module 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
Q. No.	Particular	Marks															
Q-1	<b>Attempt any TWO the following: (Module 1)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>															
Q-2	<b>Attempt any TWO the following: (Module 2)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>															
Q-3	<b>Attempt any TWO the following: (Module 3)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>															
Q-4	<b>Attempt any TWO the following: (Module 4)</b> A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>															

## Signatures of Team Members

<b>Sr. No</b>	<b>Name</b>	<b>Signature</b>
1.	Dr. Sadhana Venkatesh	
2.	Ms. Shalini Clayton	
3.	Ms. Ashiyana Shaikh	

