

GANPAT UNIVERSITY																		
FACULTY OF MANAGEMENT STUDIES																		
Programme		Bachelor of Business Administration				Branch / Spec.			Marketing Management									
Semester		IV				Version			1.0.0.0									
Effective from Academic Year				2025-26			Effective for the Batch Admitted in						July 2024					
Subject Code		BMAR207		Subject Name			Rural Marketing											
Teaching Scheme						Examination Scheme (Marks)												
(Per week)		Lecture (DT)		Practical (Lab.)		Total				CE		SEE		Total				
		L	TU	P	TW													
Credit		03	00	00	00	03		Theory		50		50		100				
Hours		03	00	00	00	03		Practical		00		00		00				
Pre-requisite:																		
Students are expected to have knowledge of concept of rural management																		
Objective:																		
To understand the fundamentals of rural marketing and its significance. To analyze rural consumer behavior and the changing profile of rural consumers. To develop strategies for market segmentation, targeting, and positioning in rural markets.																		
Learning Outcomes/Course Outcomes:																		
On successful completion of the course, the students will be able to:																		
CO1- Understand the concept and characteristics of rural marketing.																		
CO2- Identify the factors influencing rural consumer behavior.																		
CO3- Apply segmentation, targeting, and positioning strategies in rural markets.																		
CO4- Analyze challenges and roadblocks in rural marketing.																		
Mapping of PO-CO and PSO-CO:																		
		Course Outcome (CO) No.		PO-CO Mapping								PSO-CO Mapping						
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
				CO1	1	2	3	1	1	2	2	2	3	2	1	1	2	1
				CO2	1	2	2	3	1	1	2	3	2	2	2	2	2	3
				CO3	1	2	3	2	2	1	2	2	2	2	2	2	2	3
				CO4	1	2	3	2	2	2	1	2	1	1	1	2	1	2
Theory Syllabus																		
Unit		Content													Hrs.			
1		Introduction to Rural Marketing Concept, meaning, and definition of rural marketing, Characteristics of the rural economy and rural markets, Distinction between rural and urban markets, Scope and importance of rural marketing, Factors affecting rural marketing													15			
2		Rural Consumer Behavior and Market Segmentation Profile of rural consumers, Changing consumer behavior in rural markets, Factors influencing rural consumer behavior (Economic, Social, Psychological, Cultural), Concept of market segmentation in rural markets, Bases and benefits of market segmentation, Types of segmentation in rural markets													15			
3		Targeting and Positioning in Rural Markets Concept of targeting rural consumers, Strategies for targeting rural consumers, Importance of positioning in rural markets, Challenges in positioning products in rural markets, Case studies on rural marketing strategies													15			
		Exam: Theory 100%																
Text Book:																		
		Krishnamacharyulu, C. S. G., & Ramakrishnan, L. (2019). <i>Rural Marketing: Text and Cases</i> . Pearson Education.																
Reference Books:																		
		Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2019). <i>Marketing Management: A South Asian Perspective</i> . Pearson. Ramaswamy, V. S., & Namakumari, S. (2021). <i>Marketing Management: Indian Context</i> . McGraw Hill.																
Online Resource:																		
		SWAYAM (MOOCs Courses on Rural Marketing) https://swayam.gov.in/																