

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	

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). *Rural Marketing: Text and Cases*. Pearson Education.

Reference Books:

Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2019). *Marketing Management: A South Asian Perspective*. Pearson. Ramaswamy, V. S., & Namakumari, S. (2021). *Marketing Management: Indian Context*. McGraw Hill.

Online Resource:

SWAYAM (MOOCs Courses on Rural Marketing)
<https://swayam.gov.in/>