

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA				Branch/Spec.	Innovation, Entrepreneurship and Venture Development (Minor Specialization - Agribusiness and Food Innovation)			
Semester	IV				Version	2.0.0.0			
Effective from Academic Year			2026-27		Effective for the Batch admitted in			January 2026	
Course Code	IVA07RMA	Course Name			Rural Markets and Agri-Input Innovation				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4				4	Theory	60	40	100
Hours	4				4	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	To understand the marketing concepts, design and strategies for agri input products and to have an understanding of the nature, types and behavioural pattern of rural and agricultural marketing and to understand the rural consumer and market environment								
CO2	To design and develop the strategies for rural market								
CO3	To learn various distribution model adopted by corporate through case studies.								
CO4	To design the promotional strategies for rural market.								
CO5	To understand the marketing concepts, design and strategies for agro produce products and involvement of various agencies in agri produce market to learn about emerging and innovative concepts and practices by rural and agricultural market.								
Theory Syllabus									
Unit	Content								Hrs.
1	<p>Agri Inputs: Nature, Types, and Characteristics of Agri Input. Understanding Agro Climatic Zone. Marketing framework model for agri inputs. Demand-Consumption drivers of Agri Inputs. Nature, Characteristics and the potential of rural markets in India, Socio-Cultural Economic and other environmental factors affecting rural marketing. Attitudes and behaviors of the rural consumers and farmers, Unique features of commodity market in India. Problems of agricultural marketing: Nature, Scope and Role of cooperative market in India. Myths and Reality of Rural Markets</p> <p>Rural consumer; Characteristics of Rural People; Consumer buying behaviour models, Factors affecting rural Consumer Behaviour, Characteristics of Rural consumer Personality and Brand Belief of rural consumer, Information Search and pre-purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. Rural market Environment; Rural Infrastructure; Problems of Rural Marketing as regards Product Positioning; Distributions; Language; Media; Transport etc. Challenges for Rural Marketing.</p>								12
2	<p>Rural Marketing Strategies: Rural Market Segmentation; Product Strategies; Pricing Strategies; Rural Marketing Research; Role of IT in Rural Marketing (e-Chaupals etc.) with case studies; Marketing of Rural and Cottage Industry Products; Researching Rural Market: Sensitizing rural market, Research design, Diffusion of innovation, Development studies, PRA approach, Sampling, Data collection; Rural Marketing for FMCG Sector: Issues and challenges, Case studies; Digital and Social Media Strategies for Rural Markets; Building</p>								12

	Rural Brand Trust and Community Engagement; Sustainable and Inclusive Rural Marketing Models.	
3	Distribution Strategy for rural and agricultural marketing: geographical access and Coverage to Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems-Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Haats/Shandies, Public Distribution System, Co-operative Societies Behaviour of the Channel, Rural Distribution Models adopted by FMCG Companies, Durable Companies, energy sector, agri input companies through case studies. ITC's Distribution Model. Fake product market and its distribution channel, Corporate -SHG Linkage, Satellite Distribution, Syndicated Distribution, Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input dealers, Other channels	12
4	Promotion Strategies for rural market: Types and Role of Rural Media, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, The importance of the two-step flow of communication Media Typology, The Media Model, Media innovation, Influence of Consumer Behaviour on Communication strategies. Marketing of agricultural inputs: Understanding the various industries in agri inputs in detail, Tractor Industry, Fertilizer Industry, Agro Chemical Industry, Irrigation Industry, their challenges, factors and brand presence. Case study and project based approach to understand the industry	12
5	Agro Produce Marketing: Classification of Agro products with particular reference to seasonality and perishability, Marketing structure and performance. Agencies Involved in Agro Produce marketing: Government organisations, APEDA, NAFED, MARKFED, APMC and private agencies. Role of ware housing: Determination of agricultural prices and marketing margin. Role of Agricultural price commission. Role of Central and State Govts. Institutions and organizations in Agricultural Marketing. Innovative practices in Rural and agricultural marketing: Concepts and case studies on – Agro tourism, Bio-Park, Food retailing, agri input retailing, micro-forest, organic farming and organic produce market etc	12
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Practical, assignments and tutorials are based on above syllabus.		
Text Books		
1	S. M. Jha, "Social Marketing", Himalaya Publishing House, Delhi, latest edition	
Reference Books		
1	New Perspectives in Rural and Agricultural Marketing- Includes Case Studies by Ramkishen Y. JAICO Books publication	
2	Rural Marketing- Indian Perspective, by Awadesh Kumar Singh and Satyaprakash Pandey, New Age International Publishers, latest edition	
3	Kotler P., "Strategic Marketing for Non-Profit Organisations", PHI, Delhi 2002.	
4	Gopaldaswamy T.P., "Rural Marketing", Wheeler Publishing, Delhi, 2004.	
5	Krishnamacharyulu, C.S.G and Rama Krishnan Lalitha, "Rural Marketing - Text and Cases", Pearson Education, Singapore Pvt. Ltd, 2002.	
6	Kotler, P. and Roberto E., "Social Marketing: Strategies for Changing Public Behavior", Free Press, New York, 2002.	
7	Kotler P., "Principles of Marketing", PHI, Delhi, 2003.	
8	Gupta S. L., "Rural Marketing", Wisdom Publication, Delhi, 2004.	
ICT/MOOCs Reference		
1	Coursera: International and Rural Development – University of London	
2	Udemy: Rural Marketing and Agri-Business Strategy	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	–	–	2	–	3	2	2	3	3	3	2
CO2	3	3	2	–	2	–	3	3	3	3	3	3	–
CO3	3	3	2	2	–	–	2	2	2	2	3	3	–
CO4	3	3	2	–	3	–	3	3	3	3	3	3	–
CO5	3	3	–	–	2	2	3	3	3	3	3	3	2