

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Master of Commerce (MCOM)

Semester - I

Course Code	PG01ECOM02	Title of the Course	Rural Marketing
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To aware students about basic aspects and issues of rural marketing in India
	2. To identify the process of Rural Marketing & Problems of Rural Marketing
	3. To understand the marketing mix in rural markets
	4. To identify Agriculture marketing and its challenges.

Course Content

Unit	Description	Weightage (%)
1.	Rural Marketing – Overview and Scenario Definition Rural Market Environment Rural Population Infrastructure facility Distinction between rural and urban society Rural requirements	25 %
2.	Problems in Rural Marketing Underdeveloped People Underdeveloped market Media for rural communication Low per Capita income Storage and transportation Product positioning	25 %
3.	Rural Marketing Strategies Rural Market Segmentation Targeting Selection of Segments Product strategies Pricing Strategies Distribution Strategies	25%

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

	Promotion Strategies	
4.	Agricultural Marketing Introduction–Concept and Definition Objectives of Agricultural marketing Scope of Agricultural marketing Challenges of Agricultural marketing	25 %

Teaching-Learning Methodology	Use of PowerPoint presentation, small cases lets discuss, real life company examples, group discussion, Seminar presentation
--------------------------------------	--

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Course Outcomes	
1.	Develop understanding of issues in rural markets.
2.	Categorize issues in rural markets..
3.	Understanding the Overview and Scenario of rural marketing in India.
4.	Analyze marketing environment, consumer behavior, distribution channels, marketing strategies, etc. in the context of rural markets in India.

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Suggested References	
Sr. No.	References
1	Badi R.V. and Badi N. V (2016),Rural Marketing, Himalaya Publishing House, Mumbai..
2	Desai Vasant, (1998), Rural Development, Himalaya Publishing House, Mumbai.
3	Kotler Philip. (2013),Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.

On-line resources to be used if available as reference material

UGC-MOOCs courses: Principles of Marketing, Marketing Management
