


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- III	L	T	P	C
21E00305b	Rural Marketing	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To explain the structure of Rural markets in India & Government role in promoting Rural Marketing. To introduce rural marketing concepts focusing on rural consumer behavior. To list and explain various government agencies for the development of Agricultural marketing in India. To create awareness on agricultural credit and crop insurance information to rural marketing groups. To explain the role of IT in rural marketing with case studies. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand the structure of Rural markets in India & Government role in promoting Rural Marketing. Learn rural marketing concepts focusing on rural consumer behavior. Identify various government agencies, their roles and responsibilities for the development of Agricultural marketing in India. Know the sources of agricultural credit and crop insurance information to rural marketing groups. Know the role of IT in rural marketing with case studies. 					
UNIT - I		Lecture Hrs: 8			
Introduction to Rural marketing: Meaning, scope, definition, & importance, Rural versus Urban., mindsets, Growth of rural markets, Basic differences between rural, semi urban and urban markets. Classification of Rural Consumer based on economic status, profile of rural consumer, rural consumer behavior.					
UNIT - II		Lecture Hrs: 12			
Rural Marketing strategies: Product strategies, pricing strategies, distribution strategies, production strategies, Methods of sale, Hatha system, Private Negotiations, Quotations on samples, Dara Moghum sale Methods, Open Auction Method. Prevalence of Beoparis and Arahatis Rural Mandi's, APMC's etc					
UNIT - III		Lecture Hrs:12			
Role of Government in the development of Agricultural Marketing : Government intervention in Marketing system, Role of agencies like, Council of State Agricultural Marketing Boards, (COSAMB), State trading, Cooperative Marketing, Types of Cooperative marketing societies, Cooperative Processing, National Agricultural Cooperative marketing federation (NAFED), National Cooperative Development Corporation (NCDC), Public Distribution Systems (PDS), Food Corporation of India, Directors of Marketing and Inspection (DMI), National Institute of Agricultural Marketing (NIAM), Self help Groups (SHG's)					
UNIT - IV		Lecture Hrs:12			
Agricultural Credit and Crop Insurance: Agricultural Credit Policy, Institutional Agreements for Agricultural Credit, Crop Insurance, Agricultural Insurance.					
UNIT - V		Lecture Hrs:12			
Role of IT in Rural Marketing: Infrastructure, Importance & scope, Modern techniques for rural distribution, Case study of ITC's "e-choupal" Initiative					
Textbooks:					
Reference Books:					
<ul style="list-style-type: none"> Rural Marketing : Environment, Problems and strategies –T.P. Gopaldaswamy, Vikas Publishing house. Rural Marketing in India – K.S.Habeb Rahman, Himalaya Publishers. Rural Marketing in India – R.V.Bedi, Himalaya Publishers Rural Marketing- Focus on agricultural inputs, Sukhpal singh, Vikas Publishing house. Integrated rural development – R.C.Arora, S.Chand & company 					
Online Learning Resources:					
https://www.bing.com/search?q=rural+marketing+lectures&qs=n&form=QBRE&sp=1&ghc=1&pq=rural+marketing+lectures&sc=7-24&sk=&cvid=7C1410AA2B1944E796CATED8ADC7A7D9&ghsh=0&ghacc=0# https://www.tutorialspoint.com/rural_marketing https://www.geektonight.com/rural-marketing					