

As Per NEP 2020

University of Mumbai



**Title of the Course: Rural Marketing
Semester -II
Skill Enhancement**

**(This Course is also Applicable to the Students of Institute of
Distance & Open Learning (IDOL) of University of Mumbai)**

Syllabus for 2 Credit Course

From the Academic Year-2024-2025

Name of the Course: Rural Marketing

Sr. No.	Heading	Particulars
1	Description the course:	<p>The course on Rural marketing provides comprehensive understanding about nature, scope, policies and strategies of rural marketing. The course equips learner to develop effective marketing strategies for rural area as Rural consumers have distinct requirements and preferences influenced by factors like agricultural practices, livelihood patterns, and cultural traditions.</p> <p>The course also provide overview of supporting institutions for rural and agricultural marketing. The learners both from rural and urban areas can understand the need of an hour and strengthen their qualities to grab the opportunities offered by rural markets.</p>
2	Vertical:	Skill Enhancement
3	Type:	VSC
4	Credit:	Theory: 2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To Understand Rural Consumer Behaviour. 2. To Identify Market Opportunities in rural areas. 3. To Develop Effective Marketing Strategies. 4. To Overcome the Challenges in Rural Marketing.
8	Course Outcomes:	<p>The learner will be able to</p> <ol style="list-style-type: none"> 1. Understand the unique characteristics, consumer behaviour strategies and institutional support for rural marketing. 2. Examine different aspects of rural marketing 3. Explain nature, scope and challenges of rural marketing and behaviour of rural consumer 4. Evaluate problems, policies and marketing strategies for rural markets. 5. Adapt skills set required to overcome the challenges associated with marketing in rural areas

9	(This Course is also applicable to the students of Institute of Distance & OpenLearning (IDOL) of University of Mumbai)
	Module I: Introduction To Rural Marketing (15 hours) (1 Credit)
	Concept-characteristics & scope of the rural marketing, significance of rural marketing - Factors of Rural Markets- Problem of Rural Marketing and Remedies. Concept, Nature & types of Agricultural Marketing- market segmentation in rural areas, Consumer behavior in rural market.
	Module II: Rural Marketing Strategies and Institutional Support (15 hours) (1 Credit)
	Product, Price strategies for rural marketing- Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA) - APMC (Agriculture Price & Marketing Council - The National Co-operative Development Corporation (NCDC), Food Corporation of India (FCI), - Future of Rural Marketing.

10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Kamat Minouti; Krishanmoorthy R. Rural marketing, Himalaya Publishing House, Girgaon, Mumbai 400004 2. Desai Vasant: Small-scale industries & entrepreneurship, Himalaya Publishing House, 3. Sherlekar S.A ; Marketing Management , Himalaya publishing House 4. Acharya S S: Agarwal N.L ; Agriculture Marketing in India, Oxford & IBH Publishing company private limited, New Delhi ,India. 5. Desai.S.S.M: Fundamental of rural economics, Himalaya publishing House. 6. Badi R.V. Badi N.V;. Rural Marketing . 7. Mishra and Puri : Development Issues of Indian Economy Himalaya Publishing House. 8. Habeeb U.R., Rahman K.S. : Rural Marketing in Indai , Himalaya Publishing House - Mumbai 400 004 9. Gopaldaswamy: Rural Marketing , Vikas Publishing House New Delhi. 10.Kashyp Pradeep, Rant Siddhartha: The Rural Marketing, Biztantra, Mumbai.
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