



B. J. VANIJYA MAHAVIDYALAYA
(Autonomous)
(Grant-in-Aid)
(Affiliated to Sardar Patel University)
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC
Syllabus with effect from June-2024

Master of Commerce (M.Com.)

Semester-I

Paper Code PB01ECOM52	Title of the Course Rural Marketing	Total Credit 04
Course Objectives	<ol style="list-style-type: none">1. To provide awareness to students about the basic aspects and issues of rural marketing in India.2. To understand Process & Problems of Rural Marketing.3. To understand the marketing mix in rural markets.4. To learn Agriculture Marketing and its Challenges.	

Course Description		
Unit	Description	Weightage
1.	Rural Marketing – Overview and Scenario <ul style="list-style-type: none">• Definition• Rural Market Environment• Population Infrastructure Facility• Distinction between Rural and Urban Society• Rural Requirements	25%
2.	Problems in Rural Marketing <ul style="list-style-type: none">• Underdeveloped People• Underdeveloped Market• Media for Rural Communication• Low Per Capita Income• Storage and Transportation• Product Positioning	25%
3.	Rural Marketing Strategies <ul style="list-style-type: none">• Rural Market Segmentation• Targeting• Selection of Segments• Product Strategies• Pricing Strategies• Distribution Strategies• Promotion Strategies	25%
4.	Agricultural Marketing <ul style="list-style-type: none">• Introduction–Concept and Definition• Objectives of Agricultural Marketing• Scope of Agricultural Marketing• Challenges of Agricultural Marketing	25%



Teaching-Learning Methodology	Lecture, Group Discussion, Doubt Solving, PowerPoint Presentation, Case Study, Real Life Company Examples & Seminar
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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%

Students will have to score minimum 40 % to pass the course.

Course Outcomes: Having completed this course, the students will be able to:	
1.	Develop an understanding of issues in rural markets.
2.	Categorize issues in rural markets.
3.	Understand the Overview and Scenario of Rural Marketing in India.
4.	Analyze marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India.

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.
4.	Available on-line resources that can be used as Reference Material
5.	MOOCs: Principles of Marketing, Marketing Management

