



**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**

Course Code <b>PB01ECOM52</b>	Title of the Course <b>Rural Marketing</b>	Total Credit <b>04</b>
<b>Course Objective:</b>	To aware students about basic aspects and issues of rural marketing in India.	
<b>Course Description</b>		
Unit	Description	Weightage
<b>1.</b>	<b>Rural Marketing – Overview and Scenario</b> <ul style="list-style-type: none"><li>• Definition</li><li>• Rural Market Environment</li><li>• Rural Population</li><li>• Infrastructure facility</li><li>• Distinction between rural and urban society Rural requirements</li></ul>	<b>25%</b>
<b>2.</b>	<b>Problems in Rural Marketing</b> <ul style="list-style-type: none"><li>• Underdeveloped People</li><li>• Underdeveloped Market</li><li>• Media for Rural Communication</li><li>• Low per Capita Income</li><li>• Storage and Transportation</li><li>• Product Positioning</li></ul>	<b>25%</b>
<b>3.</b>	<b>Rural Marketing Strategies</b> <ul style="list-style-type: none"><li>• Rural Market Segmentation</li><li>• Targeting</li><li>• Selection of Segments</li><li>• Product Strategies</li><li>• Pricing Strategies</li><li>• Distribution Strategies</li><li>• Promotion Strategies</li></ul>	<b>25%</b>



<b>4.</b>	<b>Agricultural Marketing</b> <ul style="list-style-type: none"> <li>• Introduction–Concept and Definition</li> <li>• Objectives of Agricultural Marketing</li> <li>• Scope of Agricultural Marketing</li> <li>• Challenges of Agricultural Marketing</li> </ul>	<b>25%</b>
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<b>Teaching-Learning Methodology</b>	Lecture, Group Discussion, Doubt Solving, PowerPoint Presentation, Case Study, Real Life Company Examples, & Seminar
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	External Examination	<b>70%</b>

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

<b>Course Outcomes: Having completed this course, the students will be able to:</b>	
<b>1.</b>	Develop understanding of issues in rural markets.
<b>2.</b>	Categorize issues in rural markets.
<b>3.</b>	Understanding the Overview and Scenario of rural marketing in India.
<b>4.</b>	Analyze marketing environment, consumer behavior, distribution channels, marketing strategies, etc. in the context of rural markets in India.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1.</b>	Badi R.V. and Badi N. V (2016), Rural Marketing, Himalaya Publishing House, Mumbai.
<b>2.</b>	Desai Vasant, (1998), Rural Development, Himalaya Publishing House, Mumbai.
<b>3.</b>	Kotler Philip. (2013), Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.
<b>On-Line Resources available that can be used as Reference Material</b>	
<b>UGC-MOOCs Courses:</b>	
Principles of Marketing, Marketing Management	

