

Dr. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF COMMERCE
B.COM (UG) PROGRAMME (SEMESTER-IV)
SKILL ENHANCEMENT ELECTIVE COURSE (SEEC)

APPROVED SYLLABUS

SEEC -2: RURAL MARKETING

BLOCK –I UNDERSTANDING RURAL MARKETING

Unit - 1 Rural Marketing – An Overview

Introduction – Meaning and definition – Scope - Need for Rural Marketing - Importance - Features of rural markets - Rural Vs. Urban Marketing- Rural products - Factors contributing to Growth of rural markets - Attractiveness of rural markets – Retailers in rural markets - Problems of Rural Marketing - 4Ps of Rural Marketing.

Unit -2 Rural Markets and Consumers

Introduction – Rural Market Segmentation – Targeting and positioning - Concept and Process - Bases of Segmentation - Classification - Characteristics of Rural consumers - Understanding Rural Consumer.

Unit- 3 Institutional Support to Rural Marketing

Introduction – Institutional Support to Rural Marketing- Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA).

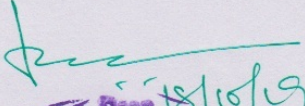
BLOCK – II MARKETING MIX FOR RURAL MARKETING

Unit - 4 Product and Pricing for Rural Markets

Introduction - Product concept – Classification - Significance– Market linkages for rural products - Product mix Decisions - Competitive product strategies for rural markets – Concept of Pricing – Objectives of pricing - Pricing policies - Pricing methods for rural markets.

Unit -5 Promotion and Distribution strategies for Rural Markets

Introduction – Concept of Promotion – Characteristics and Importance of Media selection - Components of promotion mix – Promotion strategy - Designing right promotion mix - Promotional campaigns- Concept of Distribution - Direct Vs. Indirect Marketing - Need for Distribution Channels - Selection of appropriate channels - New approaches to reach out to rural markets – Electronic Choupal applications.


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