

**Amrita School of Business  
Amrita Vishwa Vidyapeetham, Coimbatore**

**Term 6 (January – March 2018)**

**Course Title: Rural Marketing**

**Course Code:**

**Instructor:** Gopakumar V.

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**Office:** S-13

**Contact hours:** Monday- Friday 2:00 – 4:00 pm

**Course Outline: Rural Marketing**

The Rural Economy of India contributes nearly half of the country's GDP and the size of the rural market in durables and FMCG is bigger than its urban counterpart. In recent times Rural Marketing has emerged as an important area within the marketing discipline, with a focus on a large rural economy like India.

But questions like "How different is Rural Marketing viz-a-viz conventional marketing?" have not been answered satisfactorily. Through the course, the a more holistic perspective of rural marketing will be introduced to the participants which includes not only urban-to-rural marketing, but also touches rural-to-urban marketing. The developmental angle to rural marketing will also be given good amount of attention.

The objective of this course is to enable students to develop their understanding of the rural market of India and through field-work, get them to apply their learnings from other marketing courses in a rural setting. The course also aims to give students the opportunity to engage with rural entrepreneurs and commercial establishments to understand the practicalities a business in rural environments.

After completion of this course the student shall be able to:

- In written and oral form, present and critically evaluate, work life situations in Rural Marketing and Entrepreneurship, in relation to theories and methods of marketing and Rural Development
- Reflect, in written and/or oral form, on the role of marketing and business management in the practical work of rural development and

- Present their learnings and ideas in written and/or oral form, on ethical dilemmas of working in the field of rural development

**Reference text:**

Rural Marketing (2<sup>nd</sup> Edition) by Pradeep Kashyap (Pearson)

**Evaluation Criteria:**

Mid – term	20%
End- term	35%
Project	20%
Assignments	12.5%
Class participation	12.5%

**Session plan:**

Sessions	Topic	Chapter
1	Introduction to Rural Markets	
2-3	Rural marketing framework	
4	Presentation on fieldwork-1	
5	Case on “Marketing Channels”	
6-8	Presentation on fieldwork-2	
9	Case-1	
10	Case-2	
11	Case-3	
12	Presentation on fieldwork-3	
13-14	Introduction to rural entrepreneurship	
15-17	Presentation on fieldwork-4	
18	Rural Development Policies and outlook	
19-23	Presentation on Project	
24	Conclusion	