

Shri Govind Guru University
B.Com Syllabus

Semester - V

Subject : FC Rural Marketing

Objectives:

The objective of this course is to expose the student to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

- Introduction to Rural Marketing
- Structure and types of agricultural markets
- Rural production and products
- Agricultural and non-agricultural products

Unit II

- Types of rural production and products
- Market functionaries
- Information system for rural marketing
- Product strategy for rural marketing

Unit III

- Concept of supply chain management and Value Addition
- Involved in marketing of agricultural and non-agricultural products (with special reference to artisanal products)

Unit IV

- Problems of marketing;
- Role of co-operative agencies in marketing of agricultural and non-agricultural product.
- Promotion towards rural audience
- Case Study

Reference:

1. Rural Marketing - Text and Cases, CSG Krishnamacharyulu and Lalitha Ramakrishnan, Pearson Education.
2. Event Marketing & Management, S.S. Gaur and S.V. Saggre, Vikas
3. Rural Marketing - Environmental Problems and Strategies, T.P. Gopalswamy, Wheeler Pub
4. Rural Development: Putting the last first, Robert Chambers, Pearson education
5. The Growing Rural Market Market in India. Ganguly A.S. (1985). Grameen Foundation: New Delhi.