

Business Management Department
Session 2024-2025 (Sem-IV)

Subject: PE(Rural Marketing)

Load: L-3

Month	Week	Lectures	Topic
Jan	1	1	UNIT-1 Overview of rural Marketing
		2	Features of Rural Marketing-Large market
		3	Major Income of rural Consumers
		4	Low standard of living
		5	Traditional outlook
	2	1	Infrastructure Facilities
		2	Market Growth
		3	Literacy in rural area
		4	Rural Vs Urban Marketing
		5	revision
Feb	3	1	Unit-2 Rural Consumer
		2	Characteristics
		3	Types of Rural Consumers
		4	Factors
		5	Rural Consumer behaviour
	4	1	Tools-1. Customization
		2	2. relevance
		3	3. Media
		4	4. Message
	5	1	Sessionals
		2	Sessionals
		3	Sessionals
		4	Features -Education
		5	Low income levels
	6	1	Occupation
		2	Impact of reference groups
		3	Revision
		4	Revision
March	7	1	Unit-3 Rural Marketing Strategies
		2	Product strategies
		3	Distribution Strategies
		4	Pricing Strategies
		5	Structure of cooperative marketing
	8	1	Innovative Marketing Strategies
		2	Role of Central and State government
		3	Revision of unit-1
		4	Revision of unit-2
	9	1	Sessionals
		2	Sessionals
		3	Sessionals

		4	Revision of unit-3
		5	Class test
	10	1	Class test
		2	Oralrevision
		3	Oralrevision
		4	Oralrevision
		5	Oralrevision
April	11	1	UNIT-4 Infrastructure challenges in rural markets
		2	Distribution challenges in rural markets
		3	Regulator challenges in rural markets
		4	Problems related to agricultural marketing in India
	12	1	Revision
		2	UNIT-5 Overview of digital marketing in rural India
		3	Use of social media in rural marketing
		4	Case study of successful digital marketing
	13	1	Revision of unit-1
		2	Revision of unit-1
		3	Revision of unit-2
		4	Revision of unit-2
	14	1	Sessionals
		2	Sessionals
		3	Sessionals
		4	Revision of unit-3
		5	Revision of unit -4
		1	Revision of unit-5
May	15	1	Class test
		2	Class test

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