



## Masters of Business Administration (MBA) – Semester - 3 Course Teaching Plan

**Course Title:** Rural and Social Marketing  
**Course Code:** 340039401  
**Course Credit:** 4

1. **Course Introduction:** This course introduces the student to the various aspects of Indian Rural Markets. The study of Rural Marketing has become significant because of the relative saturation of the urban markets and increase in the purchasing power of the rural population. The Social Marketing units examine the adaptation and adoption of commercial marketing principles and practices into the field of Social Change Marketing.

2. **Course Objective:**

- To understand the Rural markets and issues and challenges of Rural marketing.
- To learn about the steps of Rural Marketing Research & Rural Marketing Mix.
- To learn the concept of Social Marketing with Indian and Global case studies.
- To understand in detail, the Social Marketing Plan.

3. **Course Learning Outcome:**

- **CLO1:** Students will develop an understanding of the Rural Markets and various issues and challenges of Rural Marketing.
- **CLO2:** Students will be able to explain the steps of Rural Marketing Research and demonstrate clear understanding of the Rural Marketing Mix.
- **CLO3:** Students will be able to analyse Social Marketing in Indian & Global Context.
- **CLO4:** Students will be able to prepare a basic Social Marketing Plan.

4. **CLO –PO Mapping Matrix**

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	3	2	2
CLO2	3	3	2	2	3
CLO3	3	3	3	2	2
CLO4	3	3	2	2	3

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

## 5. Course Contents and Session Plan (40 Hours):

<b>UNIT- I</b>	
<b>Session 1-3</b>	Defining Rural Markets, Opportunities and Challenges in the Rural Markets, Examples of Rural Marketing
<b>Session 4-5</b>	Sectoral Focus in Rural Markets, Role of Government 4A's of Rural marketing
<b>Session 6-7</b>	Rural Consumer Insights, Rural Consumer Behaviour and Buyer Decision
<b>Session 8</b>	Rural Marketing Research
<b>Session 9-10</b>	Rural Market Segmentation, Targeting and Positioning
<b>Exam hour</b>	Unit 1 Quiz
<b>UNIT 2</b>	
<b>Session 12-13</b>	Rural Product Strategy, Rural Pricing Strategies
<b>Session 14-15</b>	Rural Distribution and Promotion Strategy
<b>Exam hour</b>	Unit 2 Quiz
<b>Session 17-19</b>	Project (Rural Marketing)
<b>UNIT 3</b>	
<b>Session 20-21</b>	Introduction to Social Marketing, Steps in the Strategic Marketing Planning Process
<b>Session 22-23</b>	Determining Research Needs and Options, Choosing the Purpose & Focus for Plan, Conducting situation analysis
<b>Session 24-26</b>	Segmenting, Evaluating and selecting target audience, Setting Behavior Objectives and Goals, Crafting a Desired Positioning
<b>Session 27-28</b>	Product-Creating a Product Platform. Price-Determining monetary and non-monetary incentives
<b>Session 29-30</b>	Place: Making Access convenient and pleasant Promotion: Selecting Communication Channels
<b>Exam hour</b>	Unit 3 Quiz
<b>UNIT 4</b>	
<b>Session 32-33</b>	Developing a Plan for Monitoring and Evaluation studies.
<b>Session 34</b>	Establishing budgets and finding funding
<b>Session 35-36</b>	Creating an Implementation Plan and Sustain Behavior
<b>Exam hour</b>	Unit 4 Quiz
<b>Session 38 -40</b>	Project (Social Marketing)

## 6. Assessment Scheme:

Specific assessment method	% Weightage	Weightage		Theory	Practical
		Faculty	External Expert		
Exam	50%	100%	0%	√	√
Coursera (Online course)/ Unit Quiz	10%	50%	50%	√	√
Session/Documentary/ Case Study	10%	50%	50%	√	√
Capstone Project	20%	0%	100%	√	√
Class Participation (Articles and discussions)	10%	100%	0%	√	√
	100%				

## 7. Educational Resources

Educational Resources	Description
Text Book	<ol style="list-style-type: none"> <li>1. Rural Marketing - Text and Cases by Krishnamacharyulu, C.S.G. and Lalitha Ramkrishnan, L., 2nd Edition, Pearson Education</li> <li>2. Social Marketing – Influencing Behaviour for Good by Nancy R. Lee and Philip Kotler, 4th Edition (Sage Publications).</li> </ol>
Reference Books	<ol style="list-style-type: none"> <li>1. Rural Marketing in India – Strategies and Challenges by Ramakrishnan, R., New Century Publications</li> <li>2. Social Marketing in India by Sameer Deshpande, 4th Edition (Sage Response).</li> </ol>
Journals/Magazine/periodicals(Specific paper details mentioned in the pedagogy with respective topics)	<ol style="list-style-type: none"> <li>1. International Journal of Current Research</li> <li>2. International Journal of Non-profit and Voluntary Sector Marketing</li> <li>3. Journal of Consumer Behaviour</li> </ol>
Video lecture (NPTEL, MOOC, you tube lecture)	<ol style="list-style-type: none"> <li>1. <a href="https://www.marketingmind.in/challenges_opportunities-rural-marketing-india/">https://www.marketingmind.in/challenges_opportunities-rural-marketing-india/</a></li> <li>0. <a href="http://www.ddegjust.ac.in/studymaterial/mba/mm-310.pdf">http://www.ddegjust.ac.in/studymaterial/mba/mm-310.pdf</a></li> <li>0. <a href="https://www.economicdiscussion.net/marketing_management/rural-marketing-in-india/31957">https://www.economicdiscussion.net/marketing_management/rural-marketing-in-india/31957</a></li> <li>1. <a href="https://www.socialsamosa.com/2021/07/case-study-duroflex-world-sleep-day-conversation-campaign/">https://www.socialsamosa.com/2021/07/case-study-duroflex-world-sleep-day-conversation-campaign/</a></li> <li>2. <a href="https://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG251.htm">https://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG251.htm</a></li> </ol>