**B.COM.**

**SEMESTER-IV**

**Practices in Rural Marketing (GE 5)**

**(100 Marks – 60 Lectures)**

**Objective:** To enable students to gain a deeper understanding of the functioning of rural markets.

**Unit I Distribution in Rural Markets (25 Marks- 15 Lectures)** Physical distribution management in rural markets – problems in distribution, Typical marketing channels in rural markets – Emerging channels of distribution including e-distribution. Role of wholesalers & retailers. Problems in channels of distribution

**Unit II Promotion and Communication in Rural Markets. (25 Marks- 15 Lectures)** Meaning and objectives of promotion in rural markets. Constraints in promotion and marketing communication in rural areas. Media mix for rural market – Formal and informal media

**Unit III Developing Sales Force for Rural Markets. (25 Marks- 15 Lectures)**

Rural sales policy. Role/ activities of a sales person. Qualities of a successful rural salesman. Prospects and problems faced by sales personnel in rural markets, Call planning.

**Unit IV Agricultural Marketing (25 Marks- 15 Lectures)** Agricultural Marketing – Meaning, importance and essentials of effective agricultural marketing- in brief. Marketing of agricultural goods v/s manufactured goods. Role of government and other organizations in marketing agricultural products. Role of agricultural marketing in economic development. Problems and challenges in agricultural marketing.

**References:**

1. Sinha, A. *Rural Consumer Behaviour*. Sonali Publications, New Delhi.

2. Srivastava, P. K. *Marketing Management in a Developing Economy.* Sterling Publishers, New Delhi.

3. Nair, N. Rajan & Varma, M. M. *Marketing Management.* Sultan Chand & Sons, New Delhi.

4. Mathur, U. C. *Rural Marketing*.Excel Books.

5. Velayudhan, Sanal Kumar. *Rural Marketing: Targeting the non-urban consumer*. Response Books, SAGE Publications.

6. Sukhpal Singh. *Rural Marketing*. Vikas Publishers.

7. Rajagopal, *Managing Rural Business.* Wheeler Publications, New Delhi.

8. Gopalaswamy, *Rural Marketing.* Wheeler Publications, New Delhi.

9. Kamat, Minouti S. & Krishnamoorthy, R. *A Textbook on Rural Marketing*. Himalaya Publishing House.