

## **Rural Marketing & International Marketing (Total Marks: 100; Total Lectures: 65)**

### **SEGMENT A: RURAL MARKETING (50 marks; 32 lectures)**

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#### **UNIT 1: *Introduction to Rural Marketing***

**4 lectures**

- Concept, Nature & Scope and Importance of Rural Marketing
- Marketing Mix in a Rural Context
- Difference between Rural and Urban Marketing

#### **UNIT 2: *Consumer Behaviour in the Rural Marketing Environment***

**8**

**lectures**

- Evolution of Rural Marketing in India
- Rural Marketing Environment and its Impact on Marketing Operations (Physical; Demographic; Socio-Cultural; Political; Technological; Economic Environments)
- Characteristics, Attitudes and Behaviour of Rural Buyers
- Factors influencing Consumer Behaviour in Rural Markets

#### **UNIT 3: *Marketing Strategies in Rural Context***

**12 lectures**

- *STP Analysis in Rural Markets*: Segmentation (Prerequisites, Bases of Segmentation: Geographic, Demographic, Psychographic, Behavioural); Targeting (Segment Coverage); Positioning (Bases of Positioning: Product; Service; People; Image)
- *Product Planning and Branding in Rural Markets*: Levels of a Product; Product Line and Mix Decisions; Branding in Rural Markets (Basic Concepts of Brand Loyalty; Brand Stickiness; Fake Brands); Packaging Strategies for Rural Markets
- *Pricing Strategies in Rural Markets*: Rural-Centric Pricing Strategies; Market Entry Pricing Strategies; Product Mix Pricing Strategies; Price Adjustment Strategies
- *Distribution Strategies in Rural Markets*: Rural Channel Members; Challenges in Rural Distribution and Logistics
- *Promotional Strategies in Rural Markets*: Rural Media Vehicles; Selection of Communication Channels

#### **UNIT 4: *Marketing of Agricultural Inputs***

**8 lectures**

- Concept of Agricultural Inputs; Co-operative Marketing; Public Distribution System
  - Agricultural Marketing in India: Problems and Prospects
  - *Case Studies*: ITC E-Choupal; HUL Project Shakti; Initiatives of Coca Cola to tap BOP; DCM Shriram Consolidated Ltd HariyaliKissan Bazaar
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#### **Suggested Readings:**

1. Krishnamacharyu & Ramakrishnan, Rural Marketing: Text & Cases, Person Education.
2. Gopalaswamy, T.P, Rural Marketing, Wheeler Publishers, New Delhi.
3. Rajagopal, Managing Rural Business, Wheeler Publishers, New Delhi.
4. Kashyap, Rural Marketing, Pearson Education

#### **Suggested Articles:**

1. Mishra, Sumit & Kumar, Vinay. (2012). Rural Marketing in India Challenges and Opportunities. SSRN Electronic Journal. 10.2139/ssrn.2352405.

2. Rashmi RanjanParida, Sangeeta Sahney, "Exploration of Indian rural markets and marketing", Asia Pacific Journal of Marketing and Logistics
3. Amit Mookerjee, (2013) "India's rural growth engine: the need to address rural diversity", Journal of Indian Business Research, Vol. 5 Issue: 3, pp.171-176
4. Lele U.J. (1974) The Roles of Credit and Marketing in Agricultural Development. In: Islam N. (eds) Agricultural Policy in Developing Countries. International Economic Association Series. Palgrave Macmillan, London

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**SEGMENT B: INTERNATIONAL MARKETING (50 marks; 33 lectures)**

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**Unit 1: Introduction to International Marketing** **5**  
lectures

- Concept, Scope and Environment of International Marketing
- Proactive and Reactive Motivations of Internationalization
- Difference between domestic marketing, international marketing, multinational marketing, export marketing and global marketing

**Unit 2: International Marketing Models**  
**8 lectures**

- The PESTEL Framework
- The EPRG Model and the Self-Reference Criterion (SRC)
- Hofstede's 4 Dimensions of Culture
- Concept of High-Context and Low-Context Cultures

**Unit 3: International Market Entry Strategies and Market Research** **8**  
lectures

- Segmentation and Identification of Foreign Markets
- Foreign Market Entry Strategies: Exporting, Piggy-backing, Wholly-owned Subsidiaries, Licensing, Franchising, Joint-Ventures, Mergers and Acquisitions, Turnkey operations, Strategic Alliances, Countertrade, Management Contracting
- Barriers to Entry in International Markets

**Unit 4: International Marketing Mix Decisions**  
**12 lectures**

- *International Product Policy and Planning*: The process of New Product Development (NPD) in IM (export manufacturing firms and export houses); Segmentation, Targeting and Positioning (STP) analysis in product planning; Concept of International PLC
  - *Pricing in International Markets*: Price and non-price factors; Export pricing methods; International pricing strategies; Price distortion and dumping
  - *Distribution and Logistics in International Context*: Types of Intermediaries in Direct and Indirect selling channels (concepts only); Foreign sales agent selection & appointment
  - *Tools of Promotion in International Markets*: Promotional Mix (Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity); Promotional Appeals; Merchandising, Trade fairs/exhibition
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**Suggested Readings:**

1. Varshney & Bhattacharya: International Marketing Management, Sultan Chand & Sons
2. W.J. Keegan: Multinational Marketing Management, Prentice Hall
3. V. Terpstra & Ravi Saratnag: International Marketing, Naper Publishing Group

4. P. Cateora & Graham: International Marketing, McGraw Hill
5. Hans Muhlbach: International Marketing-A global perspective, Cengage Learning EMEA
6. Vasudeva, P.K: International Marketing, Excel Books
7. Cherunilam, F. International Business: Text and Cases, PHI Learning Pvt. Ltd.

**Suggested Articles:**

1. Cleveland M., Prince M. (2016) Here, There and Everywhere: The Polycentric Consumer. In: Groza M., Ragland C. (eds) Marketing Challenges in a Turbulent Business Environment. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham
2. Samli A.C., Hassan S. (2015) International Segmentation Options: Getting Away from Conventional Wisdom. In: Crittenden V.L. (eds) Proceedings of the 1992 Academy of Marketing Science (AMS) Annual Conference. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham
3. Birgitta Sandberg, Sten-Olof Hansén, (2004) "Creating an international market for disruptive innovations", European Journal of Innovation Management, Vol. 7 Issue: 1, pp.23-32
4. Marieke de Mooij, (2015) "Cross-cultural research in international marketing: clearing up some of the confusion", International Marketing Review, Vol. 32 Issue: 6, pp.646-662