



Semester: VI				
Course Title: Rural Marketing & International Marketing				
Course Code: C3BC230661T			Credits: 4	
Classes/week : 4			Marks: 100	
Category: Elective				
Theory/Practical/Composite : Theory				
No. of Modules : 2				
Module 1: Rural Marketing (50 Marks)				
Course Overview: This course is designed to acquaint students with basic concepts in the area of rural marketing; give an overview of rural market environment, rural marketing strategies, marketing mix elements of rural market and a brief discussion on agricultural inputs.				
Course Outcome:				
1. CO1. Understand the concept and significance of rural marketing, and its difference with marketing in an urban context.				
2. CO2. Ascertain the multi-dimensional environment for rural marketing as well as its impact on marketing operations				
3. CO3. Understand the various factors influencing consumer behaviour in rural markets.				
4. Develop and execute applied marketing mix strategies viz. developing product, pricing, distribution and promotional strategies in the rural markets of India.				
5. CO4. Develop the basic concept about agricultural inputs and agricultural marketing.				
Prerequisites: (for example - <i>Basic knowledge about any prior course</i>)				
SYLLABUS				
Unit/Module with topic name	Content	Number of Classes	CO Mapping	Cognitive Level
I. Introduction to Rural Marketing	<ul style="list-style-type: none"> • Concept, Nature & Scope and Importance of Rural Marketing • Marketing Mix in a Rural Context • Difference between Rural and Urban Marketing • Evolution of Rural Marketing in India 	5	CO1 CO2	K1 Remember K2 Understand
II. Consumer Behaviour in the Rural Marketing Environment	<ul style="list-style-type: none"> • Rural Marketing Environment and its Impact on Marketing Operations (Physical; Demographic; Socio Cultural; Political; Technological; Economic and Infra structural environment) • Characteristics, Attitudes and Behaviour of Rural Buyers • Factors influencing Consumer Behaviour in Rural Markets • Buying patterns of rural consumers 	10	CO1 CO4 CO5	K1 Remember K4 Analyse K5 Evaluate
III. Marketing Strategies	• STP Analysis in Rural Markets: Segmentation (Prerequisites,	10	CO2 CO3	K2 Understand K3 Apply



<p>in Rural Context</p>	<p>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: Product planning strategies (Product Innovation Strategies; Customer Value Strategies; Product Identity Strategies); quality strategy; Packaging Strategies for Rural Markets (Packaging materials, packaging size, Packaging aesthetics); • Branding in Rural Markets (Basic Concepts of Brand Loyalty; Brand Stickiness; Fake Brands [Types of fake brands; strategies to counter fake brands in rural market]); branding strategies (Brand Identity Strategy; Brand Extension Strategy; Multi-Branding Strategy; Co- • Branding Strategy; Brand Image / Equity Management) • 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: Challenges in Rural Distribution and Logistics; Rural centric distribution models (Haats / Shandies, Retail premises, Rural retail shelf); Modern distribution models (The SHG Model, The Youth Entrepreneurship Model, Vans, Public Distribution System, Cooperative Societies, Petrol Pumps and Extension Counters, NGOs, Rural Mobile Traders, The Hub and Spoke System, syndicated Distribution) • Promotional Strategies in Rural Markets: Factors influencing</p>		<p>CO4 CO5</p>	<p>K4 Analyse K5 Evaluate</p>
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	selection of rural promotional strategies; Rural Media (Conventional media, Non-conventional media, personalized communication channels)			
IV. Marketing of Agricultural Inputs	<ul style="list-style-type: none"> • 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; LG Sampoorna 	5	CO1 CO2 CO5	K1 Remember K2 Understand K5 Evaluate
Text Books				
1. Krishnamacharyuhu & 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 readings				
1. Mishra, Sumit & Kumar, Vinay. (2012). Rural Marketing in India Challenges and Opportunities. SSRN Electronic Journal. 10.2139/ssrn.2352405.				
2. Rashmi Ranjan Parida, 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)				
5. Agricultural Policy in Developing Countries. International Economic Association Series. Palgrave Macmillan, London.				

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Recall or recognize facts, terms, or concepts.	K1 Remember
CO2	Explain ideas or concepts in one's own words.	K2 Understand
CO3	Use knowledge in new but similar situations.	K3 Apply
CO4	Break information into parts and examine relationships	K4 Analyse



CO5	Make judgments based on criteria or standards.	K5 Evaluate
CO6	Combine elements to form a new structure or pattern.	K6 Create

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Category: Elective				
Theory/Practical/Composite : Theory				
No. of Modules : 2 – Module 2: International Marketing				
Course Overview: This course is designed to acquaint students with basic concepts in the area of international marketing; give an overview of international market environment, different models of international marketing, market entry strategies and marketing mix elements of international market.				
Course Outcome:				
6. CO1. Get oriented to the concept and environment of international marketing, in addition to other related concepts such as domestic marketing, multinational marketing etc.				
7. CO2. Develop an understanding of the various models used in international marketing such as the PESTEL Framework, EPRG Framework, and Hofstede's Dimensions of Culture etc.				
8. CO3. Understand the concept of international market entry mode, factors affecting the selection decision of market entry and strategies of entry into foreign markets, such as joint ventures, strategic alliance, countertrade, turnkey projects etc.				
9. CO4. Conduct an STP analysis in the context of international markets, in addition to applying practical approaches to using the marketing mix in international markets, in terms of appropriate product, pricing, promotional and distribution strategies.				
Prerequisites: (for example - Basic knowledge about any prior course)				
SYLLABUS				
Unit/Module with topic name	Content	Number of Classes	CO Mapping	Cognitive Level
I. Introduction to International Marketing	<ul style="list-style-type: none"> • 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 	5	CO1 CO2	K1 Remember K2 Understand
II. International Marketing Models	<ul style="list-style-type: none"> • The PESTEL Frame work • The EPRG and Self Reference Criteria • Hofstede's 4 Dimensions of Culture • Concept of High-Context and Low-Context Cultures 	10	CO1 CO3 CO4 CO5	K1 Remember K3 Apply K4 Analyse K5 Evaluate



<p>III. International Market Entry Strategies</p>	<ul style="list-style-type: none"> • Concept of International Market Entry mode, Factors affecting selection of entry modes • Foreign Market Entry Strategies: Exporting, Piggy-backing, Wholly-owned Subsidiaries, Licensing, Franchising, Joint-Ventures, Mergers and Acquisitions, Turnkey operations, Strategic Alliances, Countertrade, Management Contracting 	<p>5</p>	<p>CO2 CO3 CO4 CO5</p>	<p>K2 Understand K3 Apply K4 Analyse K5 Evaluate</p>
<p>IV. International Marketing Mix Decisions</p>	<ul style="list-style-type: none"> • Segmentation, Targeting and Positioning (STP) analysis in Product planning in international market. • Product in International market: Concept of International PLC, New Product Development in International Market • Pricing in International Markets: Price and non-price factors, International pricing strategies: Price distortion and Dumping (concepts only) • Distribution and Logistics in International Context: Types of Intermediaries in Direct and Indirect selling channels (concepts only) • Promotional Mix in International Markets: Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity – concepts only 	<p>10</p>	<p>CO1 CO2 CO5</p>	<p>K1 Remember K2 Understand K5 Evaluate</p>



Text Books
1. Varshney & Bhattacharya: International Marketing Management, Sultan Chand & Sons
2. W.J. Keegan: Multinational Marketing Management, Prentice Hall
3. V. Terpestra & Ravi Saratnag: International Marketing, Naper Publishing Group
4. P. Cateora & Graham: International Marketing, McGraw Hill
Suggested readings
5. Hans Muhlbacher: 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.
3. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham
4. 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
5. 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

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