



<b>Semester: VI</b>		
<b>Course name: Rural Marketing &amp; International Marketing</b>		
<b>Course code: C3BC230661T</b>		
<b>Course Credits: 4</b>		
<b>Pedagogy:</b> Classrooms lecture, Case studies, Assignments, Group Discussion & Seminar		
<b>Module – I: Rural Marketing</b>		
<b>Course Description:</b> 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.		
<b>Learning Objectives:</b> The course aims to help learners to acquire conceptual knowledge of: <b>LO1.</b> Nature, Scope and Importance, Marketing Mix Difference between Rural and Urban Marketing, Evolution of Rural Marketing in India <b>LO2.</b> Environment, Impact on Marketing Operations, Characteristics, Attitudes and Behaviour of Rural Buyers, Factors influencing Consumer Behaviour in Rural Markets, Buying patterns. <b>LO3.</b> STP and rural marketing mix elements and marketing strategies. <b>LO4.</b> Concept of agricultural inputs and agricultural marketing in India, Case studies		
<b>Course Outcomes:</b> On successful completion of the course, students will be able to: <b>CO1.</b> Understand the concept and significance of rural marketing, and its difference with marketing in an urban context. <b>CO2.</b> Ascertain the multi-dimensional environment for rural marketing as well as its impact on marketing operations <b>CO3.</b> Understand the various factors influencing consumer behaviour in rural markets. Develop and execute applied marketing mix strategies viz. developing product, pricing, distribution and promotional strategies in the rural markets of India. <b>CO4.</b> Develop the basic concept about agricultural inputs and agricultural marketing.		
<b>Unit (No. and Name)</b>	<b>Details</b>	<b>No. of Lectures</b>
<b>1. Introduction to Rural Marketing</b>	<ul style="list-style-type: none"> <li>• Concept, Nature &amp; Scope and Importance of Rural Marketing</li> <li>• Marketing Mix in a Rural Context</li> <li>• Difference between Rural and Urban Marketing</li> <li>• Evolution of Rural Marketing in India</li> </ul>	<b>5</b>
<b>2. Consumer Behaviour in the Rural Marketing Environment</b>	<ul style="list-style-type: none"> <li>• Rural Marketing Environment and its Impact on Marketing Operations (Physical; Demographic; Socio-Cultural; Political; Technological; Economic and</li> </ul>	<b>10</b>



	<p>Infrastructural Environments)</p> <ul style="list-style-type: none"> <li>• Characteristics, Attitudes and Behaviour of Rural Buyers</li> <li>• Factors influencing Consumer Behaviour in Rural Markets</li> <li>• Buying patterns of rural consumers</li> </ul>	
<b>3. Marketing Strategies in Rural Context</b>	<ul style="list-style-type: none"> <li>• <b>STP Analysis in Rural Markets:</b> Segmentation (Prerequisites, Bases of Segmentation: Geographic, Demographic, Psychographic, Behavioural); Targeting (Segment Coverage); Positioning (Bases of Positioning: Product; Service; People; Image)</li> <li>• <b>Product Planning and Branding in Rural Markets:</b> 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);</li> <li>• 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)</li> <li>• <b>Pricing Strategies in Rural Markets:</b> Rural-Centric Pricing Strategies; Market Entry Pricing Strategies; Product Mix Pricing Strategies; Price Adjustment Strategies</li> <li>• <b>Distribution Strategies in Rural Markets:</b> 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)</li> <li>• <b>Promotional Strategies in Rural Markets:</b> Factors influencing selection of rural promotional strategies; Rural Media (Conventional media, Non-conventional media, personalized communication channels)</li> </ul>	<b>10</b>
<b>4. Marketing of Agricultural Inputs</b>	<ul style="list-style-type: none"> <li>• Concept of Agricultural Inputs; Co-operative Marketing; Public Distribution System</li> <li>• Agricultural Marketing in India: Problems and Prospects</li> </ul>	<b>5</b>



	<ul style="list-style-type: none"><li>Case Studies: ITCE-Choupal; HUL Project Shakti; LG Sampoorna</li></ul>	
<b>Case studies applicable to all units (1 to 5)</b>		
<b>Practical Exercises/Skill Development Activities:</b> Class seminars, group discussions, analysis of cases and scenario construction.		
<b>Suggested Readings/References:</b> <ol style="list-style-type: none"><li>Krishnamacharyuhu &amp; Ramakrishnan, Rural Marketing: Text &amp; Cases, Person Education.</li><li>Gopaldaswamy, T. P, Rural Marketing, Wheeler Publishers, New Delhi.</li><li>Rajagopal, Managing Rural Business, Wheeler Publishers, New Delhi.</li><li>Kashyap, Rural Marketing, Pearson Education.</li></ol>		
<b>Suggested Articles:</b> <ol style="list-style-type: none"><li>Mishra, Sumit &amp; Kumar, Vinay. (2012). Rural Marketing in India Challenges and Opportunities. SSRN Electronic Journal. 10.2139/ssrn.2352405.</li><li>Rashmi Ranjan Parida, Sangeeta Sahney, "Exploration of Indian rural markets and marketing", Asia Pacific Journal of Marketing and Logistics.</li><li>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</li><li>Lele U. J. (1974) The Roles of Credit and Marketing in Agricultural Development. In: Islam N.(eds)</li><li>Agricultural Policy in Developing Countries. International Economic Association Series. Palgrave Macmillan, London.</li></ol>		
<b>Module – II: International Marketing</b>		
<b>Course Description:</b> 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.		
<b>Learning Objectives:</b> The course aims to help learners to acquire conceptual knowledge of: <b>LO1.</b> Concept, scope, environment of international marketing <b>LO2.</b> International marketing models and concept of high- context and low-context culture. <b>LO3.</b> International market entry strategies. <b>LO4.</b> STP analysis and marketing mix elements of international market		
<b>Course Outcomes:</b> On successful completion of the course, students will be able to: <b>CO1.</b> Get oriented to the concept and environment of international marketing, in addition to other related concepts such as domestic marketing, multinational marketing etc.		



**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.

**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.

**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.

Unit (No. and Name)	Details	No. of Lectures
<b>1. Introduction to International Marketing</b>	<ul style="list-style-type: none"><li>i) Concept, Scope and Environment of International Marketing</li><li>ii) Proactive and Reactive Motivations of Internationalization</li><li>iii) Difference between domestic marketing, international marketing, multinational marketing, export marketing and global marketing</li></ul>	<b>5</b>
<b>2. International Marketing Models</b>	<ul style="list-style-type: none"><li>i) The PESTEL Framework</li><li>ii) The EPRG Model and the Self-Reference Criterion</li><li>iii) Hofstede's 4 Dimensions of Culture</li><li>iv) Concept of High-Context and Low-Context Cultures</li></ul>	<b>10</b>
<b>3. International Market Entry Strategies</b>	<ul style="list-style-type: none"><li>i) Concept of International Market Entry mode, Factors affecting selection of entry modes</li><li>ii) Foreign Market Entry Strategies: Exporting, Piggy-backing, Wholly- owned Subsidiaries, Licensing, Franchising, Joint-Ventures, Mergers and Acquisitions, Turnkey operations, Strategic Alliances, Countertrade, Management Contracting</li></ul>	<b>5</b>
<b>4. International Marketing Mix Decisions</b>	<ul style="list-style-type: none"><li>i) Segmentation, Targeting and Positioning (STP) analysis in Product planning in international market.</li><li>ii) Product in International market: Concept of International PLC, New Product Development in International Market</li><li>iii) Pricing in International Markets: Price and non-price Factors, International pricing strategies: Price distortion and Dumping (concepts only)</li><li>iv) Distribution and Logistics in International Context:</li></ul>	<b>10</b>



	Types of Intermediaries in Direct and Indirect selling channels (concepts only) v) Promotional Mix in International Markets: Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity – concepts only	
--	--	--

***Case studies applicable to all units (1 to 4)***

**Practical Exercises/Skill Development Activities:** Class seminars, group discussions, analysis of cases and scenario construction.

**Suggested Readings/References:**

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
5. Hans Muhlbacke: 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