

## 2. RURAL MARKETING

Sr. No.	Unit
1	<p><b>Introduction to rural marketing</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Definition of rural marketing</li> <li>• Nature of rural marketing</li> <li>• Types of rural marketing</li> <li>• Significance</li> <li>• Marketing mix</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
2	<p><b>Overview of Rural economy and infrastructure</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Features of rural economy</li> <li>• Importance of rural economy</li> <li>• Problem of rural economy</li> <li>• Structure of rural economy</li> <li>• Infrastructure</li> <li>• Types of infrastructure</li> <li>• Development of infrastructure</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
3	<p><b>Overview of Rural Industries</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Meaning of rural industries</li> <li>• Introduction of rural development</li> <li>• Characteristics of rural industry</li> <li>• Factors effecting contribution of small scale to words industrial development</li> <li>• Effect of globalization on rural industrialization</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
4	<p><b>Rural population traits and Migration tendency</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Characteristics of rural population</li> <li>• A small population size</li> <li>• A generally low population density</li> <li>• A smaller choice when it comes to shopping, medical service and so on</li> <li>• A lower cost of living</li> <li>• Lots of nature and natural resources, framing and ranch land</li> <li>• An aging population</li> <li>• Migration common in rural areas</li> <li>• Types of migration</li> <li>• 4 streams of migration</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
5	<p><b>Rural Marketing mix</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> </ul>

	<ul style="list-style-type: none"> <li>• Product mix</li> <li>• Price mix</li> <li>• Promotion mix</li> <li>• Place mix</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
6	<p><b>Rural Product and pricing strategies</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Product strategies</li> <li>• Study products</li> <li>• Designing products</li> <li>• Small unit packing</li> <li>• Utility product</li> <li>• Branding</li> <li>• Keywords</li> <li>• Exercise</li> <li>• <b>Pricing strategies</b></li> <li>• Low prices</li> <li>• No frills product</li> <li>• Refill/reusable packaging</li> <li>• Credit facilities</li> <li>• Discount</li> <li>• Promotion schemes</li> <li>• Value engaging</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
7	<p><b>Rural promotion strategies</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Formal media * newspaper, tv, radio</li> <li>• Film, direct mail ad, wall painting</li> <li>• Informal media – house to house</li> <li>• group meeting of rural customers</li> <li>• opinion leader rural customers</li> <li>• optional leader</li> <li>• Rural entertainment programmers</li> <li>• Audio visual publicity vans</li> <li>• product demonstration jeep campaign</li> <li>• Life style marketing</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
8	<p><b>Rural distribution and supply chain strategies</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Evolution of supply chain distribution in rural</li> <li>• Segment village chain distribution in rural</li> <li>• Use of corporative societies</li> <li>• Utilization of public distributary system</li> <li>• Utilization of multipurpose distribution</li> <li>• Distribution up to feeder market</li> <li>• Shan dies /meals</li> </ul>

	<ul style="list-style-type: none"> <li>• Agriculture input dealer</li> <li>• Supply chain strategies in rural marketing</li> <li>• Customer center city</li> <li>• Predictive maintains</li> <li>• Automation</li> <li>• Visibility</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
9	<p><b>Rural marketing decisions</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Marketing strategies</li> <li>• 4 A'S of rural marketing</li> <li>• Affordability</li> <li>• Awareness</li> <li>• Availability</li> <li>• Acceptability</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
10	<p><b>Government initiatives for rural development.</b></p> <ul style="list-style-type: none"> <li>• Important schemes of rural development by government of India</li> <li>• Pradhan Mantri gram sadak yojana</li> <li>• Deen dayal Upadhyay Grameen kaushlaya yojana</li> <li>• Deendayal antyodaya yojana</li> <li>• Prime minister rural development follows scheme</li> <li>• Mahatma Gandhi national rural employment grantee act</li> <li>• Sampoorna Grameen rozgar yojana</li> <li>• Samgra siksha abhiyan</li> <li>• Sansad adarsh gram yojna</li> <li>• National social assistance program</li> <li>• Pradhan Mantri awas yojana</li> <li>• Keywords</li> <li>• Exercise</li> </ul>