

MBA Final Year (4th Semester)

404 – A: Rural and Industrial Marketing

Objective:

The paper is designed to serve the twin objectives of (i). exposing the students to the rural market environment and the emerging challenges in the globalization of the economies; and (ii). Laying a foundation for an understanding of the complex dimensions of the industrial marketing.

Unit - I:

Rural and Industrial Marketing – Nature and Importance and Nature, Emerging Scenario and Environmental issues, Consumer Behavioural Issues.

Unit - II:

Rural Marketing Management: Rural Market Segmentation, Targeting and Positioning, Rural Marketing Strategy, Defects and Lines of Improvement in Agriculture Marketing.

Decision Areas – Rural Product, Pricing Objectives and Techniques, Rural Distributions Channel, Criteria for Channel Selection, Rural Communication, Media Planning Sale-force Management.

Unit - III:

Industrial Marketing Management: Meaning and Features of Industrial Marketing, Marketing Environment, Classification of Industrial Products, Buying Behaviour, Segmentation, Targeting and Positioning, Market Planning and Strategy.

Industrial Product Planning and Development, Pricing Policy and Decisions, Advertising and Sales Promotion, Project Marketing, Logistics and Marketing Control Channel, Decision and Alternatives.

Unit - IV:

Case Study on Rural Marketing

Unit – V

Case Studies an Industrial Marketing.

Note: A one page single case relating to the issues detailed under one or more of the first two units shall be given as Unit IV and similarly a one page single case relating to the issues detailed under third Unit shall be given as Unit IV. As far as possible the theoretical questions and the case should not relate to the same issues / topics.

Suggested Readings:

1. Corey, E Raymond: Industrial Marketing: Cases and Concepts, 3rd ed. Englewood Cliffs, New Jersey, PHI
2. Gross, A. C. etc.: Business Marketing, Boston, Houghton Mifflin.
3. Hill, Richard etc.: Industrial Marketing, Homewood Illinois, Richard D. Irwin

4. Reeder, Robert E etc.: Industrial Marketing: Analysis, Planning and Control, Englewood Cliffs, PHI, New Jersey
 5. Webster, F. E.: Industrial Marketing Strategy, 2nd Ed., John Wiley, New York
 6. Arora, EC: Integrated Rural Development, S. Chand, New Delhi
 7. Desai, Vasant: Rural Development, Himalaya, Mumbai
 8. Mishra, S. N.: Politics and Society in Rural India, Inter India, Delhi
 9. Porter, Michael E. : Competitive Strategy, Free Press, New York
 10. Rudra, Ashok: Indian Agricultural Economics: Myths and Realities, Allied, New Delhi.
- Stalk, George: Competing Against Time, Free Press, New York.