

Veer Narmad South Gujarat University, Surat.

**Post Graduate Certificate Course
in
Rural Marketing Management**

External Professional Programme

Prospectus

Academic Year: 2007-08

**Mahatma Gandhi Department of Rural Studies
Veer Narmad South Gujarat University, Surat.**

(Accredited B++, equivalent to Five Star Status by NAAC)

The post liberalized economic environment has generated great opportunities of rural marketing at both the end from rural to urban as well as urban to rural sector. However, there is great dearth of skilled and qualified man power to meet the needs of these new employment opportunities.

The certificate programme in Rural Marketing Management is a programme designed to prepare this kind of young professional intending to provide an opportunity to all business concern in corporate/ industrial/ service sector as well as production and Non farm rural product/ rural services and rural enterprises to get qualified manpower.

Objectives:

- To prepare young professionals in rural marketing for Corporate/ Retail/ NGOs/ Governmental sectors / Farm / Non-Farm Sector.
- To prepare the young graduate for the task of Rural Marketing Research
- To undertake the Self employment linked with Rural Marketing Management

Eligibility

1. Any Graduate with 50% or 48% i.e. B.B.A, B.com, B.B.A. B.R.S. B.S.W. B.A.(economics)
2. Candidate must have functional knowledge in English and has taken formal course in English during the graduate study.
3. The preference will be given to MRS/M.Phil students in rural studies.
4. Post Graduate in M.A./M.S.W./M.R.S./M.B.E.
5. Five years experience
6. Corporate sector
7. Social sector
8. NGOs
9. Rural Development Organizations
10. Semi-government Rural Agencies

Administrative Procedure and Policy

The student will have to apply for the admission and appear for the personal interview for the admission usual taken for the admission will be applied total maximum intake of the students will be 50.

Programme Structure

The post graduate certificate programme has been approved by the university. The structure of syllabus will comprise three papers plus project work based on the field study.

The course objective of the programme is to provide in depth knowledge of theoretical summary of marketing, marketing management and rural marketing practices. It is also including to develop competence to use standard particular in the context of present Indian Rural Marketing Environment. The context of the programme includes

Sr. No.	Theory of Marketing Management	Rural Marketing
1	Concept of History of Marketing	Concept and Coverage of Rural Marketing
2	Economic of Marketing	Prospectus, Constraints and Challenges in Marketing
3	Marketing in the Frame Work of Management	Rural
4	Coverage of Marketing Management	Rural Marketing
5		Relationship between Agriculture Rural and Social Marketing
6		Supply Chain Management and Resource distribution channels and of middlemen.

Programme Schedule

- The Prospectus along with admission form will be available from 25th July 2007
- The last date is 11th August 2007
- Orientation session be IIIrd week of September
- Midterm consultation - December 2007
- Final consultation - March, 2008
- Project Report - April 2008.
- _____ May 2008.

Fee Structure (These dates are purely Tentative)

Reading Material	1500
Consultancy	1500
Other charges	<u>500</u>
Total	3000 Rs.

Resource Faculty

- (A) It will include experts from Department of Rural Studies, Department of Economics and Department of Management.
- (B) External experts will be from various related organisation in state as well as in India.

The Scheme of Post Graduate Certificate Programme in Rural Marketing Management

(A) Major Features

(I) Major Focus

This programme has an objective to provide professional and authentic input to enhance the professional competence for Rural Marketing Management including rural urban linkages of marketing and social marketing.

(II) Target group includes

- a) Any graduate from B.A., B.Com., B.B.A., B.R.S., B.S.W.
- b) Post graduates in M.R.S., M.A. (Eco.), M.S.W., M.B.E.
- c) 5 year experienced professional in
 - a) Corporate sector/ Cooperative Sector
 - b) Service sector
 - c) NGOs
 - d) Rural Development Organizations
 - e) Academicians / Researchers

(III) Output

It intends to provide an opportunity to all business concern in corporate industries, services as well as farm producers and other non-farm rural producers to get qualified professional manpower.

(IV) The scheme of the Certificate Programme

- 1) Duration of the Diploma will be six months.
- 2) Pedagogy of the programme includes

Though there will be no regular teaching. Regular quarterly consultation sessions for two quarters in a year with reading material support and practical/ project guidance.

(VI) Programme Content

The course objective is to provide in depth knowledge of theoretical segment of marketing, marketing management and rural marketing. It is also intending to develop competence to use standard tools of market research and strategic planning particularly in the context of present Indian rural marketing environment.

Paper – I

Theory of Marketing Management

- Unit 1 : Concept and History of Marketing
- Unit 2 : Economics of Marketing
Marketing types, structure, conduct and performance and price theory
- Unit 3 : Marketing in the frame work of Management 4 Ps and 4 Cs
- Unit 4 : Coverage of Marketing Management – Produce, Price, Promotion and distribution through Integration through the concept of positioning segmentation, branding and advertising.

Paper - II

Rural Marketing Management

- Unit 1 : Concept types and characteristics of Rural Marketing
- Unit 2 : Rural Marketing Environment and Institutional Arrangements of Rural marketing
- Unit 3 : Agricultural Marketing
- Unit 4 : Strategic Planning for Rural Marketing
- Unit 5 : New Paradigms and Models of Rural Marketing
- Unit 6 : Rural Marketing Communication Including Media

Paper III

Rural Marketing Research

- Unit 1 : Role and Principles of Rural Market Research with Practical Approach
- Unit 2 : Market Research Sampling and Measurement
- Unit 3 : Major tools and techniques of market research
- Unit 4 : Major sources of market research related data
- Unit 5 : Problem formulation design issues
- Unit 6 : Information, analysis and qualitative research
- Unit 7 : Area of market research
- Unit 8 : Rural Product and Consumer behavior pricing strategies
- Unit 9 : Market Potential and size
- Unit 10 : Brand and equity management and
- Unit 11 : Advertisement research etc.
- Unit 12 : Communicating in the Rural marketing Land Scope
- Unit 13 : Retailer as the Rout to Rural Marketing
- Unit 14 : Rural Insurance Problems and market potential in Rural Industries

Sources :

1. P.L. Kotler
Marketing management
Present Hall of India, New Delhi
2. Raj Gopal
Marketing Management Text and cases
Vikas 2002
3. S.S. Acharaya, N.L. Agrawal
Agriculture Marketing in India
Oxford IBH. New Delhi- 1992.
4. L. P. Singh
Cooperative marketing in India and Abroad
Himalaya 2005
5. Sukpal Singh
Rural Marketing Management
Sage 2002

6. Raj Gopal
Indian Rural Marketing
Rawat 1993
7. Ram krishan Y.
New perspective on Rural Marketing including agriculture Marketing
SAICO 2002
8. Sanyal Kumar and Velayudhan
Rural Marketing targeting in non-urban consumer, Response book
SAGE 2002
9. K.S. Habeeb- U.R. Rahman
Rural Marketing in India
10. Dhaval Mehta
Rural Marketing in India
11. V. Partha Sarthy
Rural marketing and Cases,
ICAFI- 2005
12. H.C. Purohit
Rural Marketing - Challenges and Opportunities
Shale Publications, New Delhi- 2006
13. Anil Saxsena, Samiuddin, Harsh
Rural Marketing opportunities and challenges
National Publishing House, New Delhi 2004
14. K. Suresh
Rural Marketing - Emerging Opportunities
The ICFAI, University press, Hyderabad 2006
15. S.L. Gupta
Rural Marketing Text and Cases
Wisdom Publications, New Delhi 2004
16. Kamal Tori
Marketing the Unorganised Concept
New Delhi Sector- 2003

17. Kenneth - B. Kahan
New Product Planning
Response Book , SAGE 2001.
18. Ravindranath Bedi & Narayansa Bedi
Rural Marketing
Himalaya Publications, 2006.

Evaluation System

- (A) The Evaluation of the students will be conducted through regular university examination body. It will follow the under state system.

No.	Papers	University Examination	Total Marks
1	Marketing Management	100	100
2	Rural Marketing Management	100	100
3	Rural Marketing Research	100	100
4	Project work	200	200
Total Marks		500	500

- (B) The Assessment will be done in terms of the general marking system of class.

1. Ist Class 60 and above
2. IInd Class 50 -60
3. IIIrd Class 40

- (C) There will no A.T.K.T. and additional examination.