

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course/ Revision of a Course**

Course Number & Title: BM 649H & Rural Marketing	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ..... )</p> <p>Introduction to rural markets; Rural marketing environment; Consumer Behaviour in rural markets; Market research in rural context; Segmentation, targeting and Positioning; Product strategy; Pricing strategy; Rural distribution strategy; Communication strategy; Rural Services Marketing; Marketing of Financial Services; IT and communication technologies in rural marketing; Marketing in Small Towns; Role of Government in rural India; Innovations in rural marketing.</p>	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".)	
Texts: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Kashyap, P., <i>Rural marketing</i> , 3 <sup>rd</sup> edition, Pearson Education India, 2016.
2.	Krishnamacharyulu, C. S. G., & Ramakrishnan, L., <i>Rural Marketing: Text and Cases</i> , 2 <sup>nd</sup> Edition, Pearson Education, 2011.
3.	
References: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
Total Number of Lectures =		

In case of revision of existing course, Please provide below the details of existing course.