

Name - Margud Saini

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Lesson Plan - 2022 TD . 2023

Class - B.Com II<sup>nd</sup>

Sem - 3<sup>rd</sup>

Sub - Rural Marketing

Session 2022

(A) Month - SEP.

(1) 1<sup>st</sup> week  
Introduction of Business, Management, Market, Marketing, Marketing M  
Introduction of Rural Marketing: Rural ENV, Ag. Marketing, Rural  
Marketing

(2) 2<sup>nd</sup> week

Core concept of Rural Marketing: Rural, Rural Market, Rural  
Marketing. Definitions, Evolution of R.M. Nature and concept  
of R.M. Characteristics, Opportunities in R.M, Challenges  
Difference between R.M and U.M

(3) 3<sup>rd</sup> week

Meaning of ENV, B. ENV, Marketing ENV and Rural Marketing  
ENV. Characteristics of B. ENV and R.M. ENV.  
Factors affecting R.M. ENV. (1) External factors.

(4) 4<sup>th</sup> week

All External factors of R.M. ENV: (1) Demographical  
(2) Economical (3) Social (4) Cultural (5) Political (6) Legal  
(7) Technological (8) Cultural (9) Ecological (10) Natural

(B) Month - OCT.

(1) 1<sup>st</sup> week

Presentation of the students on Marketing, Rural market  
and Marketing Environmental factors.

(2) 2<sup>nd</sup> week

Meaning of Consumer Behaviour, Definition. Philip Kotler's view  
why it is necessary to understand.

  
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IIIrd week

Rural Consumer Behaviour & Types of Rural Consumers, Classification of Rural Consumers, Types of Products and C.B., Characteristics of R.C.B. Process. Determinants of R.C.B.

IVth week

Why it is difficult to understand Rural Consumer Behaviour. Behaviour of Indian Rural Consumers. Presentation of the students

(C) Month - NOV.

(1) 1st week

Meaning of Market Segmentation, Definitions, objectives, need and Basis for Rural Market Segmentation.

(2) 2nd week

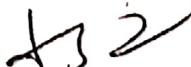
Advantages And Importance of Rural Market Segmentation. Rural Market Segmentation Strategies. Concepts of R.M.S - Mass, Product Differentiation, Targeting. Product Positioning and Niche Marketing.

(3) 3rd week

Rural Marketing Mix - Meaning, Definition, Historical Development of R.M.M, Nature of R.M.M, Elements of R.M.M. 4 P'S - Product, Price, Promotion, Place. 4 C'S - Consumer Benefit, Cost, Convenience and Community.

(4) 4th week

Factors affecting Rural Market Mix & uncontrollable and uncontrollable factors. Four A's Model of Rural Marketing Mix. Expanded format Rural Marketing Mix. Importance of Rural Development of R.M.M. Programme.

  
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01 Month - Dec

(1) 2<sup>nd</sup> week

Rural Marketing strategies - (1) Segmentation (2) Competitive  
(3) Product (4) Price (5) Distribution (6) Promotion (7) Hiring (8) Society

(2) 1<sup>st</sup> week

Rural Products and its classification - (1) Non-Durable (2) Durable  
(3) Agricultural (4) Services.

FMCB Products + Convenience, Shoppers, Specialty.  
Marketing of Non-Durable Products, strategies for Marketing  
of N.D.P. - (1) Product (2) Price (3) Distribution (4) Promotion

(3) 3<sup>rd</sup> week

Rural Marketing of Consumer Durable Products + Introduction,  
Meaning of Consumer Durables, Characteristics, Role of ADP  
R.M. strategies for consumer durables.

(1) Product (2) Price (3) Distribution (4) Promotion

Problems related to marketing of C.D. IN R.M.

(4) 4<sup>th</sup> week

Assignment <sup>to be</sup> given to students, Presentation of the  
students, Test <sup>to be</sup> conducted

Role playing technique in the class by Personal  
Selling techniques.

Managerial and Marketing Games will be played  
in the class like Salesman and consumer.  
Personal selling and innovations in Rural marketing



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