

MKT 218: Rural Marketing:

(Focus area V: sales and Marketing)

Course Objective

This course aims to develop students' understanding in the area of rural marketing and develop their skills in designing marketing strategy for the rural market.

Course Description

Rural marketing involves marketing to villages. Four-fifth of Nepalese live in villages. Remittances from foreign employment has given unprecedented purchasing power to the villagers. Thus rural marketing, although neglected for a very long period of time, has growing significance in the country. Recognizing the importance of this area this course has been designed. This course includes the relevance of rural marketing, characteristics of the rural market, rural market segmentation, rural marketing strategy, and agricultural marketing.

Course Detail

Unit 1: Introduction

LH 15

Rural marketing concept. Rural marketing system. Rural marketing environment in Nepal. Challenges in rural marketing. Rural marketing mix: availability, affordability, acceptability, and awareness. Rural buyer behavior: nature and characteristics. Rural buying considerations. Problems and constraints in rural marketing. Segmentation of the rural market.

Unit 2: Rural Marketing Strategy

LH 20

Rural product development process. Services marketing in rural areas. Product modifications for the rural market. Brand strategies. Packaging strategies in rural market. Rural distribution systems. Rural channel strategy: major challenges. Rural logistics. Rural price factors. of demand. New product pricing strategies. Promotion in rural markets: media, promotion objectives, message content, advertising appeals.

Unit 3: Agricultural Marketing

LH 13

Agricultural marketing characteristics. Nature of agricultural products. Agricultural marketing environment in Nepal. Agricultural marketing process. Agricultural cooperatives and marketing. Sales transaction modalities. Managing logistics.

Text and References

1. Richard M. Hill, Ralph S. Alexander and James S. Cross, *Industrial Marketing*, AITBS Publishers.
2. P.K.Ghosh, *Industrial Marketing*, Oxford University Press.