

## Rural Marketing

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### 1. Knowledge:

- Define the term market and marketing in the context of rural marketing
- Identify the nature and scope of rural marketing
- Differentiate between rural and urban markets
- Explain the concepts and classification of rural markets
- Analyze the rural marketing environment and the rise of rural consumerism

### 2. Comprehension:

- Explain consumer buying behavior in rural markets
- Identify the factors that affect consumer behavior in rural markets
- Discuss the bases for segmenting rural consumer markets

### 3. Application:

- Classify rural products and analyze the product life cycle in rural markets
- Develop product life cycle strategies for rural markets
- Formulate new product development strategies for rural markets
- Design branding strategies for rural markets
- Devise pricing strategies for rural markets based on factors and market conditions

### 4. Analysis:

- Evaluate wholesale and retailing practices in the rural market
- Compare and contrast rural distribution models for FMCG companies, durable companies, and service organizations
- Analyze emerging distribution models in rural markets

### 5. Evaluation:

- Assess the impact of digitizing rural India on rural marketing
- Evaluate the reach of online marketing in the rural market
- Analyze recent trends in packing, labeling, grading, transporting, order processing, payment methods, storage, and warehousing in rural marketing
- Critically evaluate corporate farming and its significance in rural marketing

### 6. Synthesis:

- Develop communication strategies for rural markets
- Create a strategic plan for incorporating digital marketing in rural marketing campaigns
- Formulate innovative distribution strategies for reaching rural consumers effectively

### 7. Creation:

- Devise a comprehensive marketing plan for a rural product targeting a specific segment of the rural market
- Design a marketing campaign leveraging the success stories of ITC E-Choupal, TARAhatt, and EID Parry's Indiagriline to inspire rural marketing initiatives