

Odd Semester Lesson Plan

Teacher name: **Mrs. Pinki**

Subject: **BC-306 (i) RURAL MARKETING**

October 2020

Rural Marketing: meaning, nature, characteristics; opportunities and challenges to rural markets in India; Socio-cultural, economic, demographic,

November 2020

Technological and other environmental factor affecting rural marketing;

December 2020

Rural consumer behaviour; segmentation of rural market; strategies for rural marketing; rural marketing mix; difference in rural and urban market;

January 2021

Problems in rural marketing; Strategies for rural marketing. Product planning, pricing, promotion and management of distribution channels for marketing of durables and non-durables in rural areas;

February 2021

Planning and organizing personnel selling in rural markets; Innovation in rural market; E-commerce in rural markets, e-chaupal & other similar initiatives in rural markets.