



## INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management (PGDM)

### **RURAL MARKETING (MK609)**

Credit: Full (Three credits)

Session Duration: 60 Minutes

Term – V  
ACADEMIC YEAR: 2019-2020  
PGDM-2018-2020

Course Instructor	Dr. Pravesh Kumar Padamwar
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Consulting hours	9:30 am to 12:30 pm (subject to availability)

### **Course Introduction:**

Rural Marketing is an evolving area with tremendous untapped potential and late marketers have begun exploiting this opportunity in an organized manner. Traditionally, rural markets have been ignored by big multinational firms as well as local large-scale manufacturers of packaged good for a number of reasons. These include the fact that rural markets were less attractive due to the fragmented nature of competition and low density of population. In fact, rural markets are mostly served by unbranded local competition. Secondly, most consumers still self-produce products and services at home rather than buy them commercially. Further, lack of modern infrastructure, including roads, electricity, banks and media make accessibility to rural markets very difficult and expensive. However, all this is now changing rapidly due to several reasons. Rural markets are growing faster than urban markets and with better profitability. Several reasons including internet connectivity and the spread of television and mobile phones have led to higher awareness levels among rural consumers. Therefore, rural markets represent an attractive proposition for companies.

**Learning Outcomes:**

#	Learning Outcomes
LO1	Appreciate various aspects of rural marketing and identify challenges and opportunities associated with it
LO2	Understand the sectoral focus in rural marketing for accelerating growth
LO3	Implement marketing strategies in terms of acceptability, availability, affordability and awareness to influence consumption and buying behavior in rural market
LO4	Drive innovation process for rural market / Bottom of the Pyramid

**Pedagogy:**

The course will help students develop an appreciation of the rural marketing environment, the special needs in rural marketing research, study of consumer behavior in the rural segment, and specific marketing strategies in terms of acceptability, availability, affordability and awareness for the rural environment through lectures, discussions, and case analysis.

**Book:**

Kashyap, Pradeep (2016), “Rural Marketing”, 3rd Edition; New Delhi: Pearson Education.  
Sameer Deshpande & Nancy R. Lee (2015), “Social Marketing in India”, SAGE Publication

**Additional reading:**

C. K. Prahalad (2004), “The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits”, Wharton School Publishing

**Evaluation criteria:**

Evaluation Component	Learning Outcomes	Weightage
Quizzes	LO1, LO2	20 %
Term project	LO1, LO2, LO3, LO4	20 %
Mid-term exam	LO3, LO4	20 %
End-term exam	LO3, LO4	40 %

### ***Quizzes***

There will be three or more quizzes. All of them will be announced; no surprise quizzes.

The question types of quizzes will be MCQ, fill in the blank, and/or true/false.

### ***Term project***

This would be conducted group-wise. Each group would select one company that has successfully made inroads into the rural market. Each group would develop and write a report on that company's marketing efforts in Rural India. The data for the same may be collected from both primary and secondary sources. The report would include details about the company's current marketing strategies as well as the group's recommendations for the company. The report may cover the following aspects:

- An overview of the industry
- Company background
- Entry into rural markets
- Products offered for rural consumers
- Information regarding company's research on rural consumers
- Segmentation and positioning strategy
- Rural marketing mix
- Innovations (if any) for rural markets
- Information about competitors
- An analysis of the reasons behind its success in rural market
- Future plans as well as your recommendations for improving the company's offering.

**Report:** The report would present details on the work done based on the primary and secondary data collected by the group. The report shall be of maximum **2000 words**, neatly typed. Relevant appendices may be attached.

At the end of the course each group needs to present their project work.

**Presentation:** In the presentation, each group would present the project work done by them. Presentations would be evaluated on the basis of content, structure, verbal communication and creativity in presenting the subject matter.

**Session plan:**

#	Topic	Learning outcomes	Readings
1-5	Overview of Rural Marketing, The Rural Economy	LO1	Textbook – Kashyap, Pradeep Ch.1, 2 <i>Article-</i> , C.K. Prahalad, Allen Hammond (2002) “Serving the World's Poor, Profitably” <i>Harvard Business Review</i> . <i>Article-</i> , Mamta Kapur; Sanjay Dawar; Vineet R. Ahuja (2014) “Unlocking the Wealth in Rural Markets” <i>Harvard Business Review</i> .
6-10	Rural Consumer Behavior	LO1, LO3	Textbook – Kashyap, Pradeep Ch. 3 <i>Article-</i> , Omar Rodriguez Vila; Sundar Bharadwaj (2017) “Competing on Social Purpose” <i>Harvard Business Review</i> . <b>Case analysis #1-</b> Cipla Limited: Taking Inhalation Therapy to the Masses
11-15	Market research and STP in rural market	LO2	Textbook – Kashyap, Pradeep Ch. 4, 5 <i>Article-</i> , V. Kasturi Rangan, Michael Chu, Djordjija Petkoski (2011) “Segmenting the Base of the Pyramid” <i>Harvard Business Review</i> . <b>Case analysis #2-</b> India's Amul: Keeping Up with the Times
16-20	Sales and distribution in rural market	LO2, LO3	Textbook – Kashyap, Pradeep Ch. 6, 7, 8 <i>Article-</i> , Erik Simanis (2012) “Reality Check at the Bottom of the Pyramid” <i>Harvard Business Review</i> . <i>Article-</i> , Erik Simanis; Duncan Duke (2014) “Profits at the Bottom of the Pyramid” <i>Harvard Business Review</i> . <b>Case analysis #3-</b> Unilever in India: Hindustan Lever's Project Shakti--Marketing FMCG to the Rural Consumer
21-25	Rural Service Marketing	LO2, LO3	Textbook – Kashyap, Pradeep Ch. 9, 10 <b>Case analysis #4-</b> Aravind Eye Care's Vision Centers - Reaching Out to the Rural Poor

26-30	Innovation in Rural Markets The Future of Rural Markets	LO4	Textbook – Kashyap, Pradeep Ch. 11, 12, 13  <i>Article-</i> , Michael E. Porter; Mark R. Kramer (2011) “Creating Shared Value” <i>Harvard Business Review</i> .  <i>Article-</i> , Marc Pfitzer; Valerie Bockstette; Mike Stamp (2013) “Innovating for Shared Value” <i>Harvard Business Review</i> .  <b>Case analysis #5-</b> Wingreens Farms: Sustainable Growth
31-32	Project presentation: Rural marketing in India		

### **Academic integrity:**

**Plagiarism-** We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one’s own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.