

Name of faculty : Dr. VISHNU KUMAR		
Discipline : DBM (MKT)		
Semester : 5TH Sem.		
Subject : RURAL MARKETING		
Lesson Plan duration : 15 Week (Jan-2018 to April 2018)		
Week	Lecture/Day	Theory
1st	1	RURAL MARKETING
	2	MEANING AND DEFINITION
	3	NATURE AND FEATURES OF RM
	4	SCOPE OF RURAL MARKETING
	5	RURAL V/S URBAN MARKETING
2nd	6	RURAL MARKETING PLACES
	7	PROSPECTS OF RURAL MARKETING
	8	POTENTIALS OF RM
	9	RURAL MARKETING ENVIRONMENT
	10	INTERNAL ENVIRONMENT
3rd	11	EXTERNAL ENVIRONMENT
	12	SEGMENTING PROCESS
	13	TARGETING PROCESS
	14	TARGETING AND POSITIONING
	15	RURAL CONSUMER
4th	16	CHARACTERISTICS OF RURAL CONSUMER
	17	DETERMINANTS OF CB
	18	STUDY OF CONSUMER BEHAVIOR
	19	STUDY OF CONSUMER BEHAVIOR
	20	STUDY OF RURAL CONSUMER
5th	21	PRODUCT STRATEGY
	22	MEANING AND DEFINITION
	23	RURAL MARKETS PROCESS
	24	PRODUCT MIX
	25	MEANING AND DEFINITION
6th	26	PRODUCT DEVELOPMENT PROCESS
	27	PRODUCT LEVELS
	28	RURAL PRODUCT CATEGORIES
	29	STEPS IN NEW PRODUCT DEVELOPMENT
	30	PACKAGING MIX
7th	31	PACKAGING PROCESS
	32	ROLE OF PACKAGING
	33	LANGUAGES AND BARRIERS RM
	34	PROCESS TO OVERCOME BARRIERS
	35	OVERALL MANAGEMENT OF BARRIERS
8th	36	OVERALL MANAGEMENT OF BARRIERS
	37	MODELS OF CONSUMER BEHAVIOR
	38	BUYING DECISION PROCESS
	39	BUYING DECISION PATTERN
	40	BUYING EVALUATION PROCESS
9th	41	PRICING STRATEGY IN RM
	42	MEANING AND DEFINITION
	43	CONCEPTS OF RURAL MARKETING
	44	SIGNIFICANCE OF RURAL MARKETING

	45	PRICING OBJECTIVES
10th	46	PROFIT OBJECTIVE SALES OBJECTIVES
	47	COMPETITION OBJECTIVES
	48	DEVELOPMENT OBJECTIVES
	49	FACTORS OF COST
	50	FACTORS OF COST
11th	51	PRICING STRATEGIES
	52	PRICING FOR QUALITY CONSCIOUS
	53	QUALITY DIFFERENCES
	54	QUALITY UNCERTANITY
12th	55	QUALITY UNCERTANITY
	56	COMMUNICATION MIX IN RURAL MARKET
	57	MEDIA NAD TYPE
	58	CUSTOMER TYPES
	59	PROFILING CUSTOMER
13th	60	PROCESS OF PROFILING CUSTOMER
	61	PROMOTIONAL CAMPAIGN
	62	MEANING AND DEFINITION
	63	NEEDS OF PROMOTIONAL CAMPAIGNS
	64	DESIGNING OF CAMPAIGNS
14th	65	PROMOTIONS IN RURAL MARKETS
	66	DISTRIBUTION PROCESS
	67	MEANING AND DEFINITIONS
	68	CHANNELS OF DISTRIBUTION
	69	MODERN CHANNELS
15th	70	CONVENTIONAL CHANNELS
	71	SALES ORGANISATION IN RURAL MARKET
	72	NEW TRENDS IN DISTRIBUTION
	73	REVISION OF UNIT 1
	74	REVISION OF UNIT 2,3
	75	REVISION OF UNIT 4,5