

PaperCode303RuralMarketing&ServiceMarketing

M.M 100

- Unit – I Understanding the Rural Market Environment.
Profile of Urban/Rural Markets and
Customers. Problems in Rural
Retailing.
- Unit – II Rural Marketing Research, Marketing Information System.
Product & Services for Rural India.
Channel of Distribution & Trade Management in
Rural India. Unit – III New product launch techniques in Rural
Market.
Advertising/Sales promotion strategies for rural
retailing. Future of Rural retailing in India.
- Unit – IV Service Marketing: Introduction concepts The nature of services: Service
Industries, categories of service misc. characteristics of services.
Marketing strategies for service firms.
- Unit – V Managing Service quality: Introduction, customer expectation best
practices for service – quality management. Managing Service Brands;
Managing Product Support Services.

Booksrecommended:

The Rural Marketing: Pradeep Kashyap & Siddhart Raut, Biztantra Publication