



## Rural Marketing Course for Management Students

### **Rural Markets – the Catalyst for India's Growth**

The importance of rural markets for all kinds of products and services has been growing in the last two decades. The huge income shift taking place in rural India with the burgeoning rural middle class with high purchasing power and aspiration has meant that corporates can no longer ignore rural markets which are estimated to around Rs.1, 75,000 crores per annum. So everyone is talking about going rural. And there is a growing demand for skilled / trained human resources willing to work in the rural space.

It is in this context that several management institutes across the country have started offering **Rural Marketing** as an elective course to the management students. Many others are interested but are short of resources. Being a fairly new discipline to be taught, there is a dearth of good faculty who have hands on experience to be able to provide practical knowledge beyond what is written about in Books on RM (with knowledge about rural marketing) for teaching the subject.

### **RMAI Course in Rural Marketing**

It is to fulfill this gap that Rural Marketing Association of India (RMAI) started offering courses in Rural Marketing aimed at teaching the basics of Rural marketing to Management students.

These short term certificate courses in Rural Marketing (one or two credits) are offered on a turnkey basis to any management institutes interested in offering an elective course in rural marketing to its students, **at the Management Institutes` own premises.**

MICA - Ahmedabad, S PJIMR - Mumbai, IFMR - Chennai & MDI - Gurgaon have already been using RMAI services for their RM courses.

**RMAI will be responsible for the content of the course, providing qualified faculty and also evaluation of the students**

**RMAI can also conduct a one or two day seminars on rural marketing to interested students in order to give them an overview of the subject. This can again be at the premises of the Management Institute which is keen to provide a basic knowledge on rural marketing to its management students but does not have the teaching resources.**

### **The Course Content**

The course content for both the certificate course / seminar will be such that they will sensitize the students to rural life style and other issues related to rural marketing.

Depending on the duration of the certificate course/seminar topics covered will include some or all of the following:

- Overview of Rural Marketing
- Understanding the Rural Consumer
- Evolving Rural Marketing Strategy
- Rural Research,
- Rural Distribution
- Rural Communication
- Role of Technology in Rural Marketing
- Role of Below the Line Activities
- Agri Marketing
- Social Marketing & Communication
- Rural & Urban, etc.

The pedagogy will consist of lectures, real life case studies, interactive sessions and quizzes. The students' performance will be evaluated based on hypothetical case study presentations to be made by them.

In the case of the certificate course It will also include a field visit to give the students a first-hand feel of the rural markets.

### **Deliverables**

The idea is to provide the students with adequate background knowledge on important issues related to rural marketing, so that they are better equipped to face the real life challenges involved in a career in rural marketing. This knowledge can also help others aspiring for management positions in companies to be better equipped to deal with rural strategies or address rural marketing related issues.

RMAI will also provide a copy of the Book titled ***Rural Marketing*** by Mr. Pradeep Kashyap which is used as a reference Text Book by RMAI

### **The Faculty**

The faculty will consist of members of RMAI, some of whom have several decades of experience in dealing with rural markets for a wide variety of clients ranging from FMCG, Durables, Agri inputs and services.

**Since the faculty consists of working professionals, RMAI will be able to offer the courses only during weekends.**

### **The Course Director**

The course Director will be Mr. R V Rajan, Chairman of Anugrah Madison and a Founder & Past President of Rural Marketing Association of India (RMAI). An advertising industry veteran, Mr. Rajan has over 35 years of involvement with rural marketing and communication. He has been involved in developing rural strategies for clients dealing with a wide variety of products and services. He writes regularly on rural marketing issues in Business journals and teaches rural marketing in several leading Management Institutes across the country. He is the recipient of the Lifetime Achievement Award by RMAI for his pioneering efforts in promoting the cause of rural marketing in the country.

## Course Fee

### Certificate Course:

1. 10 sessions of 75 minutes each  
(8 classroom lectures & 2 for field visit) Rs.50,000\*
2. Fees for a course of 15 sessions of 75 minutes each  
(10 classroom lectures & 5 for field visit & evaluation) Rs.75,000\*
3. Fees for a course of 20 sessions of 75 minutes each  
(15 classroom lectures & 5 for field visit & evaluation) Rs.1,00,000\*

*\*Excluding the travel cost by II Class AC / By Air / local travel, boarding & lodging for 3 faculties from Delhi / Mumbai / Chennai. The cost of arranging the field visit to be borne by the Host Institute.*

Service tax extra.

### Seminars:

1. One day seminar consisting of 4 sessions of 90 minutes each Rs.40,000\*
2. Two day seminar consisting of 8 sessions of 90 minutes each Rs.75,000\*

*\*Excluding the travel cost by II Class AC / By Air / local travel, boarding & lodging for 3 faculties from Delhi / Mumbai / Chennai.*

Service tax extra.

### **For more details contact:**

Ms. Shrija Venugopal

RMAI

C/o MART

A-6, Sector 2, First Floor

NOIDA – 201 301

Ph: +91-9910023628 /9818960558

Email: [secretariat@rmai.in](mailto:secretariat@rmai.in)

Website: [www.rmai.in](http://www.rmai.in)