



Course Syllabus
Gyanmanjari Institute of Commerce
Semester-2(B.Com)

Subject: Agriculture and Rural Marketing-BCOMM12306

Type of course: Major

Prerequisite:

Agriculture and Rural Marketing provides a comprehensive understanding of rural marketing concepts, covering topics such as the nature and significance of rural markets, agricultural marketing processes, consumer durables and non-durables marketing strategies, attitudes and beliefs in rural markets, and the classification of agricultural products.

Rationale:

The syllabus covers essential aspects of rural marketing, including market nature, challenges, and economic significance. It also explores agricultural marketing organization, product classification, innovative strategies, attitudes in rural markets, and agricultural inputs.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI, Class Room Instructions; T – Tutorial; P , Practical; C – Credit; SEE , Semester End Evaluation; MSE, Mid Semester Examination; V – Viva; CCE, Continuous and Comprehensive Evaluation; ALA, Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	<p>❖ RURAL MARKETING: AN INTRODUCTION</p> <ul style="list-style-type: none"> Objective, Introduction, Meaning and definition of rural marketing, Nature and characteristics of rural market, Significance of the rural markets, Factors contributing to the change in the rural market, Problems in rural marketing. <p>❖ RURAL MARKETING ENVIRONMENT</p> <ul style="list-style-type: none"> Objective, Introduction, Size of the population, Scenario of Literacy in Rural Areas, Income generation in rural areas, Occupation Pattern, Infrastructure facilities, Rural communication. 	15	25
2	<p>❖ ORGANISATION AND FUNCTIONS OF AGRICULTURAL MARKETING</p> <ul style="list-style-type: none"> Objective, Introduction, Characteristics of Agricultural Produce, Classification of agricultural products, Agricultural marketing process, Functions of agricultural marketing, Organization of agricultural markets, Market Functionaries, Methods of sale, Contract farming. <p>❖ MARKETING OF CONSUMER DURABLES AND NON-DURABLES</p> <ul style="list-style-type: none"> Objective, Introduction, Value equation, Being innovative for faster penetration, Innovative marketing strategies for rural marketing, Innovative marketing strategic decision (How to do?), The role of technology. 	15	25
3	<p>❖ ATTITUDES AND BELIEFS OF RURAL MARKETS</p> <ul style="list-style-type: none"> Objective, Introduction, Concept of Attitude, Attitudes, opinions and beliefs, Attitude and behaviour, Attitude and culture, Attitudes and socialization, Attitude and other. <p>❖ MARKETING OF AGRICULTURAL INPUTS</p> <ul style="list-style-type: none"> Objective, Introduction, Fertilizers, Seeds, Pesticides/Insecticides, Tractors. 	15	25
4	<p>❖ AGRICULTURAL MARKETING, CLASSIFICATION OF PRODUCTS AND ECONOMIC DEVELOPMENT</p> <ul style="list-style-type: none"> Objective, Introduction, Concept and definition, Classification of agricultural products, Agricultural marketing and economic development, History and growth of agricultural marketing. 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Factors Contributing to Change in Rural Market: Student will Research and create a presentation on technological advancements that have influenced rural markets. Upload the presentation on GMIU Web portal.	10
2	Classification of Agricultural Products: Student will List down different agricultural products and categorize them based on their durability. Upload on GMIU Web portal.	10
3	Marketing of Consumer Durables and Non-Durables: Student will Research innovative marketing strategies used in rural areas. Create a mind map highlighting these strategies and upload it as an image on GMIU Web portal.	10
4	Attitude and Culture in Rural Marketing: Student will Watch a documentary or read an article on how cultural beliefs influence rural marketing. Write a reflection essay and submit it on GMIU Web portal.	10
5	History and Growth of Agricultural Marketing: Student will Create a timeline illustrating the historical milestones in agricultural marketing. Include key events and developments. Upload the timeline on GMIU Web portal.	10
6	Poster Making: Give Students an existing advertisement and ask them to redesign it to make it more effective and have students upload their redesigned posters on GMIU Web Portal.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	30%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Gain insights into rural market characteristics, factors influencing them, and their significance in the economy.
CO2	Classify products, market functions, and innovative strategies for agricultural products, ensuring effective market navigation.
CO3	Analyze attitudes and cultural nuances, enabling customized marketing approaches for better community engagement.
CO4	Develop targeted strategies for fertilizers, seeds, pesticides, and tractors, ensuring their optimal distribution and utilization.
CO5	Explore the historical context of agricultural marketing, contributing to sustainable practices and economic development in rural areas.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] "Rural & Agricultural Marketing" by Prof. M V Kulkarni
- [2] Gopala swamy, T.P., "Rural and Agricultural Marketing in India".
- [3] Acharya, S.S. and Agarwal N.L., Agricultural Marketing in India.

