

**Maharashtra Shikshan Samiti,**  
**Maharashtra Mahavidyalaya, Nilanga**  
**Academic Year 2022-23**  
**Department of Commerce**  
**Add On / Certificate Course Syllabus**

**Title :** Certificate Course in **Rural Marketing** ग्रामीण विपणन

**Duration :** 30 Hrs.

**Marks :** 50

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**Course Objectives:**

1. To familiarize students with the concept of rural marketing.
2. To impart the skills required for rural marketing.
3. To provide practical knowledge to students regarding marketing of agro-based products.

**Course Outcomes:**

After completing this course, the students will be able to....

1. Understand the theory base of rural marketing.
2. Differentiate strategically between urban marketing and rural marketing.
3. Understand the practical approach towards rural marketing.
4. Acquire skills to market agro-based products.
5. Identify the job and self employment opportunities in rural marketing.

## Course Content

**Module I :** (8 Hours)

### **Rural Marketing-**

Concept, Nature , Scope and Significance of Rural Marketing ,Factors contributing to Growth of rural markets , Components and classification of Rural markets , Rural Market VS Urban Market, e-rural marketing.

**Module II :** (7 Hours)

### **Agricultural Marketing –**

Concept, Nature and Types of Agriculture produce , concept and types of Agricultural Markets , Marketing channels, Methods of Sales, Market functions.

**Module III :** (8 Hours)

### **Rural Marketing Risks-**

Marketing agencies, Marketable surplus, Characteristics of Scientific Marketing, Risks involved in marketing, Types of risks, Measures to minimize risks, Contract Marketing (Farmer – Processor linkage) Distress sales.

**Module IV : Practical** (7 Hours)

- Market survey
- Visit to local Agro-based industries
- Visit to local Agri Produce Marketing Committee (APMC)
- Visit to Dairy plant

### **Prescribed Text Books / Recommended Books :**

1. Rural Marketing, Rudra Pratap Singh, Kamal Publication, Kanpur
2. Agricultural Marketing, Y.K. Goel, New Lake Publication, New Delhi
3. Agro-Marketing, K.S. Patil, Sharda Publication, Kolhapur

## Scheme of Evaluation

Q.1. Multiple Choice Question - 25

Credit – 1 (25 points)

Q.2. Practical Test

Credit – 1 ( 25 points)

Presentation / Group Discussion / Oral Test

Credits – 2 (50 points)