



Maharashtra Shikshan Samiti,

MAHARASHTRA MAHAVIDYALAYA

Nilanga Dist. Latur - 413521

Department of Commerce

Certificate Course in

RURAL MARKETING



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.**

MODULES

Module I: **Introduction to Rural Marketing**

Module II: **Agricultural Marketing**

Module III: **Rural Marketing Risks**

Module IV: **Practical's of Rural Marketing**

SCHEME OF EVALUATION

Q1. Multiple Choice Questions -25

Credit- 1 (25Points)

Q2. Presentation / Group Discussion / Oral Test

Credit-1 (25Points)

Total : (50Points)

COURSE DETAILS

No. of Lectures

30 Lectures

Duration

02 months

No. of Credits

02 Credits

Lectures per week

04

FOR MORE DETAILS

Dr. N. V. Pinamkar

Course Coordinator
Department of Commerce