

Maharashtra Shikshan Samiti,

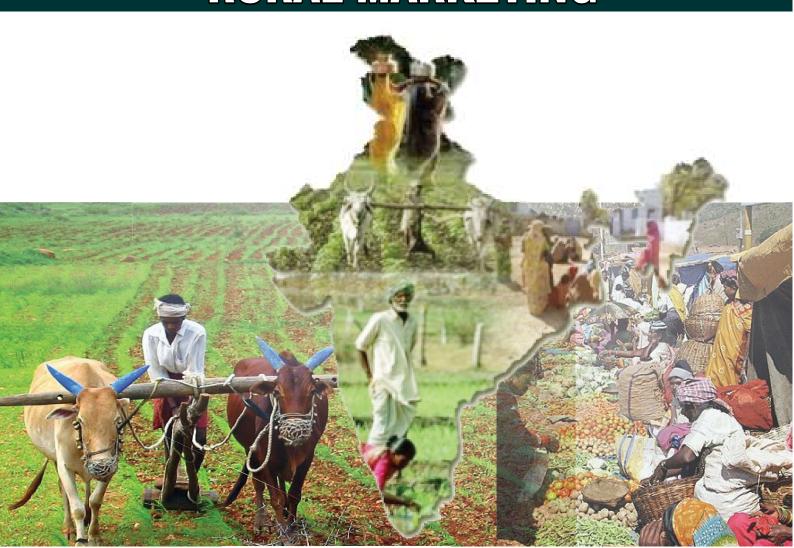
MAHARASHTRA MAHAVIDYALAYA

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.

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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