

## **MKT-822 Rural Marketing**

1. Pakistan is an agricultural economy and 60 percent of our population makes a living depending upon agriculture. The importance of Rural Marketing for all sorts of products and services has grown over the past decade or so. We are witnessing a huge income shift in Rural Pakistan. Hence this market needs a specific marketing. This includes marketing from and marketing too the Rural market.

### **2. Objectives**

- a. To understand the basic nature of Rural Marketing
- b. To understand the Application of Rural Marketing Theory and Literature.
- c. To understand the application of Rural Marketing in solving Agri Market Problems.

### **3. Outcomes**

- a. Will demonstrate an understanding of Rural marketing concepts and techniques.
- b. Will assess and appreciate the importance of Rural Marketing
- c. Will demonstrate and apply multiple techniques and models of Rural Marketing.

4. Course Content will include the following:

- a. Overview of Rural Marketing
- b. Understanding and Profiling the Pakistani Rural Consumer
- c. Evolving Rural Marketing Strategy
- d. Rural Marketing Research
- e. Rural Distribution
- f. Rural Communication
- g. Rural Product
- h. Rural Pricing
- i. Technology and Rural Marketing
- j. BTL Marketing activities
- k. Agri Marketing
- l. Social Marketing Communications

### **Text and reference books**

5. There is no specified book for the course however it is based upon case studies from various case repositories like HBR, Ivey Publishing and case centre etc.