



Foundation course in

Rural Marketing

Course Objective

- Overview of rural markets
- Emerging perspectives of rural marketing
- Explore Opportunity available in Rural Marketing;

Course Scope

- 53% of FMCG, 90% Agricultural products, 43% pharma products are being sold in Rural Market.
- Survey indicates all most all the national & multinational companies are eyeing in rural market.

Course Detail

- **Course Duration : 04 Months**
- **Daily : 2-3 Hrs Classes**
- **Timing: 8-11 AM or 3-6 PM**
- **08 Modules (03 Months)**
- **01 Internship (01 Month)**
- **Eligibility : 12th Pass**
- **Language: English /Gujarati**

Syllabus Rural Marketing

- . MODULE 1 : Introduction of Rural marketing:
- . MODULE 2 : Rural marketing environment
- . MODULE 3 Rural Consumer behaviour:
- . MODULE 4 Researching Rural Market:
- . MODULE 5 Rural Marketing Strategies:
- . MODULE 6 Distribution Strategy:
- . MODULE 7 Communication strategy:
- . MODULE 8 The future of Rural Marketing:

Admission Process

- **Step 01: Fee The Form Rs. 50/-**
- **Step 02: Submit Documents**
- **Step 03: Pay Rs. 5000/- to confirm admission**
- **Step 04: after 01 Month Pay rest of the fees**

Fees

Rs. 20000/- + Service Tax if any

**50% Scholarship
(Rural and Girl Students)**

Fees includes material and examination fees