

Rural Marketing



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Description

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Unit-II

Rural Marketing – Introduction, Nature and Attractiveness, Rural vs. Urban Marketing.

Unit-III

Selecting and Attracting Markets – Introduction Segmentation – Concept, Degree, Guidelines and Bases, Targeting and Positioning.

Unit-IV

Product Strategy – Introduction, Classification, Significance, Scope. Product Mix, Competitive Product Strategies. Pricing Strategy – Introduction, Concepts, Significance, Objectives policy.

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