

Syllabus for Rural Integrated Marketing Associate, V2

Course Name	RURAL INTEGRATED MARKETING ASSOCIATE, V2
Course Code	STC-RET/2021/3201, V2
Level	3
Occupation	RURAL INTEGRATED MARKETING ASSOCIATE
Job Description	Rural Integrated Marketing Associate will be able to take part in various rural marketing activities like visit the different retailers to list the brands displayed, classify them into different categories like durable, non-durable, convenience, shopping, speciality, etc. He or she can visit rural retail establishments in rural villages to identify the channels through which final product reach the ultimate rural consumers. He or she can collect the data on rural customers' profile, in respect of some competitive brands with the help of a questionnaire. He or she can conduct field visit in rural market to some retail outlets to observe selling techniques used by sales men.
Course Duration	Total Duration 390 Hrs (T-90, P-180, OJT-60 and ES-60)
Trainees' Entry Qualification	Grade 10 OR Grade 8 with two year of (NTC/ NAC) after 8 th OR Grade 8 pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 2 yrs relevant experience OR Previous relevant Qualification of NSQF Level 2 with one yr experience OR Previous relevant Qualification of NSQF Level 2.5 with 6 months experience
Trainers Qualification	Bachelor/Master Degree in Marketing Management from AICTE/UGC recognized university with at least two years experience in relevant field. OR Three Years Diploma in Marketing Management from a recognized board of education or relevant advanced Diploma (Vocational) from Directorate General of Training with two years experience in relevant field. OR National Trade Certificate/National Apprenticeship Certificate passed in the trade of 'Market Development Associate' with three-year experience in the relevant field.

Structure of Course:

Module No.	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs) [Multiple of 30]
1	Apply Safe Working Practices	10	20	30
2	Concept of marketing, explores the concept of rural marketing, and outlines the design of an optimal marketing mix for rural markets.	10	20	30
3	Analyze the rural market segment, identify the right products, and assists with packaging and branding designed specifically for rural areas.	10	20	30
4	Observe pricing strategies of competitors.	10	20	30
5	Sell directly to rural customers and rural channel members.	10	20	30
6	Convince the rural channel partners to increase their stock keeping units to help in increasing turnover.	10	20	30
7	Assist in implementing various promotional schemes of companies to channel members and customers.	10	20	30
8	Identify the agricultural inputs.	10	20	30
9	Conduct market surveys of customers and channel members for existing products, new products and new markets for existing products or new products.	10	20	30
10	Work in real job situation with special emphasis on basic safety and hazards in this domain.		60	60
11	Employability Skill- 60 hrs	--	--	60
	TOTAL:	90	240	390

Employability Skill: 60Hrs (Provided by NCVET)

OJT: 60 hours (in multiple of 30)

SYLLABUS:

Module No.1: Workplace Safety

Outcome: Apply Safe Working Practices

Theory Content: Discuss workplace hygiene, sanitation and job specific safety procedures, and carry safety measures while handling different types of products, comply with health, safety and security related instructions applicable to the workplace.

Practical Content: Follow Standard Operating Practices at workplace related to health and hygiene such as social distancing, sanitization and cleanliness, report any accidents, incidents or problems without delay to the supervisor and take necessary immediate, monitor the workplace and work processes for potential risks and threats, take action based on instructions in the event of fire, emergencies or accidents.

Module No.2: Concept of marketing, explores the concept of rural marketing, and outlines the design of an optimal marketing mix for rural markets

Outcome: Concept of marketing, explores the concept of rural marketing, and outlines the design of an optimal marketing mix for rural markets.

Theory Content:

1. Concept
2. Modern Concept of Marketing
3. Importance of Marketing
4. Concept and Nature of Rural Marketing
5. Scope of Rural Marketing
6. Importance of Rural Marketing
7. Characteristics of Rural Marketing
8. Challenges and Opportunities of Rural Marketing
9. 4A's of Rural Marketing
10. Difference between rural and urban marketing

Practical Content:

1. Suggest ways to effectively tap the highly heterogeneous rural market in India.
2. Suggest the challenges the company may face to sell their products and suggest some ways or methods to overcome them
3. Study the rural market and provide valuable insights into the psyche of rural market.
4. Suggest an optimal marketing mix by highlighting on each element of marketing mix of any one fast moving consumer goods (biscuit, hair oil, shampoo, ready to cook food)
5. Suggest some ways to create Awareness (A) of company's product in the rural market.
6. Suggest how rural marketing is different from urban marketing. Highlight the criteria of differences.

Module No.3: Analyze the rural market segment, identify the right products, and assists with packaging and branding designed specifically for rural areas

Outcome: Analyze the rural market segment, identify the right products, and assists with packaging and branding designed specifically for rural areas.

Theory Content:

1. Bases of segmentation in rural marketing
2. Importance of segmentation in rural marketing
3. Concept of product
4. Product line and mix decisions
5. Packaging strategy in rural markets
6. Branding strategy in rural markets
7. Fake Brands: concept

Practical Content:

1. Conduct a market segmentation of any product of choice according to the bases of geographic behavioral, demographic and psychographic segmentation.
2. Create 2 groups within the class and segment the rural market by different bases
3. Identify product mix for rural markets and assists in packaging and branding for rural markets
4. Identify the fake brands and suggest some remedies to overcome the problems of fake brands in rural market
5. Visit the market and list the following available brands of consumer products: Toothpaste, Cigarette, Toilet Soap, Detergent, Shaving blades, Shoes, Fans, TVs, Refrigerators, Lamps.

Module No.4: Observe pricing strategies of competitors

Outcome: Observe pricing strategies of competitors.

Theory Content:

1. Concept of pricing
2. Importance of pricing
3. Pricing strategies in rural markets
4. Concept of distribution (place)
5. Challenges in rural distribution
6. Channels used in rural markets

Practical Content:

1. Compare pricing of different competitors of similar products and observe rural consumers' response towards it
2. Collection of detailed information such as price, packaging etc. about the product of a company and comparing them with those of competitors - a classroom presentation and explanation.

Module No.5: Sell directly to rural customers and rural channel members

Outcome: Sell directly to rural customers and rural channel members.

Theory Content:

1. Concept of distribution (place)
2. Challenges in rural distribution
3. Channels used in rural markets

Practical Content:

1. Visit some retail outlets to find the channels through which final product reach the ultimate consumers
2. Suggest some innovative channels which the MNCs are using to reach remotest rural areas.

Module No.6: Convince the rural channel partners to increase their stock keeping units to help in increasing turnover

Outcome: Convince the rural channel partners to increase their stock keeping units to help in increasing turnover.

Theory Content:

1. Concept of promotion
2. Factors for selection of promotional media in rural markets
3. Promotional media used in rural markets (Conventional and Innovative)

Practical Content:

1. Field visit to some rural retail outlets to observe selling techniques used by salesmen, followed by discussion
2. Study innovative channels used by other competitors in rural market and establish such channels to sell the product (e.g. HUL's Shakti)

Module No.7: Assist in implementing various promotional schemes of companies to channel members and customers

Outcome: Assist in implementing various promotional schemes of companies to channel members and customers.

Theory Content:

1. explain the concept of promotion
2. illustrate different media generally used exclusively for rural markets.

Practical Content:

1. Identify the factors to be considered while selecting channels for selling in rural market
2. Field visit to some rural retail outlets to observe selling techniques used by salesmen, followed by discussion

Module No.8: Identify the agricultural inputs

Outcome: Identify the agricultural inputs.

Theory Content:

1. Concept of agricultural inputs
2. Types of agricultural inputs
3. Agricultural marketing in India – problems and prospects

Practical Content:

1. Divide the class in different groups and ask them to classify the agricultural inputs, such as seeds, pesticides, tractors, fertilizer, and scientific farming practices.

Module No.9: Conduct market surveys of customers and channel members for existing products, new products and new markets for existing products or new products

Outcome: Conduct market surveys of customers and channel members for existing products, new products and new markets for existing products or new products.

Theory Content:**Case studies**

1. ITC's e-choupal
2. HUL's Project Shakti
3. Coke's Hub and Spoke Distribution Strategy

Practical Content:

1. Study HUL, ITC and Coke's distribution strategy and observe how they have tapped the rural market and suggest some similar way like them.

Learning Outcome – Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	Apply Safe Working Practices	<p>After completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1.1 Outline the health, hygiene and safety policies at workplace to avoid potential risks and threats. 1.2 Maintain social distancing at the workplace and use mask alcohol-based sanitizers. 1.3 Identify health concerns like fever,

Module No.	Outcome	Assessment Criteria
		<p>cold & cough, etc. for self, colleagues, channel members and other family members and report to the supervisor.</p> <p>1.4 Follow first aid procedures during emergencies situations at the workplace</p>
2	<p>Concept of marketing, explores the concept of rural marketing, and outlines the design of an optimal marketing mix for rural markets.</p>	<p>After completion of this module students will be able to:</p> <p>2.1 Able to explain the concept of marketing</p> <p>2.2 Able to explain the importance of marketing</p> <p>2.3 Able to explain the concept of rural marketing</p> <p>2.4 Identify the scope of rural marketing</p> <p>2.5 Able to explain the importance of rural marketing in today's competitive era</p> <p>2.6 Identify the characteristics of rural marketing</p> <p>2.7 Identify the challenges and opportunities in rural marketing</p> <p>2.8 Able to illustrate the concept of marketing mix</p> <p>2.9 Able to illustrate the concept of 4 A's in rural marketing</p> <p>2.10 Able to identify the relevance of 4A's in rural marketing</p> <p>2.11 Able to design optimal marketing mix (4A's) by taking hypothetical example (fast moving or slow moving consumer goods)</p>
3	<p>Analyze the rural market segment, identify the right products, and assists with packaging and branding designed specifically for rural areas.</p>	<p>After completion of this module students will be able to:</p> <p>3.1 Able to illustrate the concept of market segmentation</p> <p>3.2 Able to illustrate the bases of rural market segmentation.</p> <p>3.3 Able to differentiate between rural and urban marketing</p> <p>3.4 Able to segment the rural market for any product of choice according to the bases</p> <p>3.5 Able to illustrate the concept of products with examples</p> <p>3.6 Able to explain with illustration</p>

Module No.	Outcome	Assessment Criteria
		<p>product line and product mix for rural market</p> <p>3.7 Able to compare packaging & branding of different types of fast moving & slow moving products or consumer durables in rural markets</p> <p>3.8 Visit the rural market to list the available brands of selected consumer products (toothpaste, shaving brands, electrical refrigerators, soaps, lamps, shoes, fans, television)</p> <p>3.9 Exercising in weighing, measuring, evaluating and grading products</p> <p>3.10 Able to identify fake brands of the company's products and take necessary actions</p>
4	Observe pricing strategies of competitors.	<p>After completion of this module students will be able to:</p> <p>4.1 Able to explain the concept of pricing</p> <p>4.2 Able to explain the importance of pricing in rural marketing since it is extremely price sensitive market</p> <p>4.3 Able to explain different pricing strategies especially for rural market</p> <p>4.4 Compare pricing of different competitors of similar products and observe rural consumers' response towards it</p>
5	Sell directly to rural customers and rural channel members.	<p>After completion of this module students will be able to:</p> <p>5.1 Able to illustrate the concept of channel members with some examples</p> <p>5.2 Able to illustrate the challenges of rural distribution the companies may face, while trying to sell their products</p> <p>5.3 Able to demonstrate selling of a product to simulated customer / channel member with sound communication skill.</p> <p>5.4 Able to identify different channels used in rural markets</p> <p>5.5 Able to suggest some innovative channels which the MNCs are using to reach remotest rural areas.</p> <p>5.6 Visit some rural retail</p>

Module No.	Outcome	Assessment Criteria
		establishments to find the channels through which final products reach the ultimate consumers
6	Convince the rural channel partners to increase their stock keeping units to help in increasing turnover.	<p>After completion of this module students will be able to:</p> <p>6.1 Able to illustrate the concept of channel partners with examples</p> <p>6.2 Able to illustrate the concept of stock keeping units</p> <p>6.3 Able to demonstrate through a simulated situation the ability to convince the channel partners to increase their stock keeping units</p>
7	Assist in implementing various promotional schemes of companies to channel members and customers.	<p>After completion of this module students will be able to:</p> <p>7.1 Able to explain the concept of promotion</p> <p>7.2 Able to illustrate different media generally used exclusively for rural markets.</p> <p>7.3 Identify the factors to be considered while selecting channels for selling in rural market</p> <p>7.4 Field visit to some rural retail outlets to observe selling techniques used by salesmen, followed by discussion</p>
8	Identify the agricultural inputs.	<p>After completion of this module students will be able to:</p> <p>8.1 Able to illustrate the concept of agricultural inputs</p> <p>8.2 Able to identify the types of agricultural inputs</p> <p>8.3 Able to identify the problems and prospects of agricultural inputs in India</p>
9	Conduct market surveys of customers and channel members for existing products, new products and new markets for existing products or new products.	<p>After completion of this module students will be able to:</p> <p>9.1 Collection of data on prices, customers' profile (age, occupation, education etc.), in respect of some competitive brands of a product (like soap, cigarette, tea, detergents, etc.) with the help of a questionnaire.</p> <p>9.2 Able to prepare a small sample questionnaire for market survey of customer for sample product like fast moving and slow moving consumer goods</p> <p>9.3 Able to prepare a small sample questionnaire for market survey of</p>

Module No.	Outcome	Assessment Criteria
		channel members for sample product like fast moving consumer goods
10	Work in real job situation with special emphasis on basic safety and hazards in this domain.(OJT)	
11	Employability Skill- 60 hrs	

List of Tools & Equipment			
Market Development Associate CLASS - XI & XII (for Batch of 30 Candidates)			
S No.	Name of the Tools and Equipment	Specification	Quantity
A. THEORY / CLASS ROOM			
1	Instructor's table with glass top	6 feet x 4 feet	1Nos.
2	Revolving Chair for Classroom		1Nos.
3	Instructor's revolving with arm chair		2Nos.
4	Visitor's chair		2Nos.
5.	Class room chairs (armless)		30 Nos.
6.	Class room table single / Dual desk		30 /15 Nos.
7.	Almirah steel (major)	6" / higher	02 Nos.
8.	Steel Cupboard	180 x 90 x 45 cm	02 Nos.
9.	Steel Cupboard	120 x 60 x 45 cm	02 Nos.
10.	Book Shelf with lock		02 Nos.
11	Magnetic White Board	6' x 4'	2Nos.
12	Working table size	1250x950	2nos
13	Students Lockers	with 8 compartments	4Nos.
14.	Wooden Chest of Drawers		5Nos.
15	First Aid Box		01 No.
16	Fire Extinguisher		01 No.
17	Wall Clock		01 No.
B. TRAINEES TOOL KIT			
18	Desktop / laptop/ Notebook/ PC	Latest Configuration	10 Nos.
19	Printer (any basic model) and Printer Table		1 No. each
20	Office Packages (MS Word, MS Power Point, MS Excel, MS Outlook)		10 Nos.
21	Computer Table		10 Nos.
22	LCD Projector along with screen		10 Nos.

23	Flip Chart, Marker		1 No.
24	broadband connectivity	broadband connectivity	1 No.

Note: -

1. All the tools and equipment are to be procured as per BIS specification.

Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr marks	Total OJT marks
Apply Safe Working Practices	RET/3201/OC1	10	70	0
Concept of marketing, explores the concept of rural marketing, and outlines the design of an optimal marketing mix for rural markets.	RET/3201/OC2	20	80	0
Analyze the rural market segment, identify the right products, and assists with packaging and branding designed specifically for rural areas.	RET/3201/OC3	20	70	0
Observe pricing strategies of competitors.	RET/3201/OC4	10	70	0
Sell directly to rural customers and rural channel members.	RET/3201/OC5	10	70	0
Convince the rural channel partners to increase their stock keeping units to help in increasing turnover.	RET/3201/OC6	20	70	0
Assist in implementing various promotional schemes of companies to channel members and customers.	RET/3201/OC7	20	70	0
Identify the agricultural inputs.	RET/3201/OC8	20	70	0
Conduct market surveys of customers and channel members for existing products, new products and new markets for existing products or new products.	RET/3201/OC9	20	80	0
OJT	RET/3201/OC10	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0