

Value added Courses

Agricultural Sales and Marketing

Rural Marketing in India: Definitions, Nature, Types, Significance, Approaches, Assumptions, Factors. Reason for increase in importance of rural market. Marketing mix for rural market. Role, Types and Minimization of Risk in Rural Marketing. Difference between Rural and urban marketing.

Sale meaning, Sales Policies and Procedures Terms and conditions of sale; handling complaints. Rural marketing Strategy-Marketing of consumer durable and non-durable goods and services in rural markets with special reference to product planning; product mix, pricing policy and pricing strategy.

Functions of marketing channels. Alternative channel arrangements. Marketing channel design decisions. Managing Direct and On-line Marketing: The Growth and benefits of direct marketing. Major channel for direct marketing. E-commerce (eNAM). Promotion Decisions: The communication process. Barriers to marketing communications. The role of promotion in the marketing mix. The different elements of the promotion-mix. Factors that affect the promotion-mix. Developing the promotional plan.

Types of sales organizational structures, sales department's relations with other departments. Salesmanship Meaning, scope, importance and limitations; process of selling; focus on customer satisfaction and building seller customer relationship. Personal selling, sales promotions and publicity, sales force management.

Meaning of sales management, sales management and marketing management, Organization of the sales department. Sales Promotion Techniques, Consumer oriented techniques, salesman oriented techniques, dealer oriented techniques, government department oriented techniques.