Course Code	Course Name	Credits
26RD507	AI in Rural Credit and Marketing	04

Course Objectives

- To understand the rural credit and structure
- To know the factors influencing in rural marketing and its management strategies

Learning Outcomes

Upon successful completion of this course it is intended that a student will be able to:

- The student will understand the rural credit structure and its significance for rural development
- The student will understand the nature of consumer's behaviour and different factors influencing rural marketing.
- Students are expected to be able to identify, design, and manage modern agricultural marketing initiatives while navigating the financial landscape to support rural livelihoods.

Unit 1 – Rural Credit (12 hrs)

Concept, Nature, characteristics, types, evolution of rural credit system in India, rural credit structure, important and significance of rural credit, credit society, issues and problem in rural credit.

Unit 2 – Rural Credit in Agriculture (13 hrs)

Concept, type, need and role of rural credit in agriculture, sources of agriculture credit; factors contributing to the growth of agricultural credit; rural branches of commercial bank, Regional Rural Bank (RRBs), Special Agriculture Credit Plan, Kisan Credit Cards

Unit 3 - Foundations of Rural Marketing & AI (12 hrs)

Rural Market Overview: Definition, scope, and significance of rural markets in the Indian context; Evolution of Rural Marketing; AI Fundamentals, AI Adoption Factors, Core Concepts, Rural Marketing Landscape

Unit 4 – Strategies and Marketing Management (11 hrs)

Product & Pricing Strategies using AI, The 4 'A's of Rural Marketing, Product Personalization: Dynamic Pricing, Value Creation, Rural Communication & Promotion with GenAI, AI in Supply Chain & Distribution (Placement)

Unit 5 - Ethical Frameworks in AI Marketing (12 hrs)

Privacy and Data Security, Mitigating Bias and Discrimination, Transparency and Trust, Consumer Protection, Cultural Alignment, **The Future of AI in Rural Marketing**

Reference:

1. Mahwish Zahara (2025). Enhancing Customer Experience With AI-Powered Marketing. Publisher: New York, IGI Global Scientific Publishing
2. Reason Masenger, Charles Tsikada, Jabulani Garwi (2024). AI and Machine Learning Applications in Supply Chains and Marketing. Publisher: New York, IGI Global Scientific Publishing
3. Rhytheema Dulloo (2025). Strategic Blueprints for AI-Driven Marketing in the Digital Era. Publisher: New York, IGI Global Scientific Publishing
4. Bhagirath Singh (2001). Rural Finance. Publisher: Jaipur, RBSA Publisher
5. Rural Marketing (2016). Rural Marketing. Publisher: London, Pearson

COs and Bloom's Taxonomy Level (BTL) Mapping

COs and Bloom Taxonomy Mapping- 26RD507		
Course Outcomes	**On successful completion of the course, students will be able to**	**BTL**
CO1	Comprehend the concept, nature, characteristics, types, and evolution of the rural credit system in India. They will analyze the rural credit structure, recognize the importance of rural credit, understand credit societies, and identify issues and problems in rural credit	**K1, K2**
CO2	Prepare strategies for rural marketing including product strategies, pricing strategies, distribution strategies, and promotion strategies. They will understand the concept, objectives, nature, scope, functions, features, techniques, and steps involved in the marketing management process in rural contexts.	**K3**
CO3	Understand the concept, scope and significance of rural market in Indian context and application of AI in rural marketing	**K4**
CO4	Analyse and evaluate the impact of AI in various strategies of marketing and marketing management	**K5**
CO5	Designing and creating the various ethical framework of AI in rural marketing	**K6**

BTL: K1 and K2- Remembering and Understanding, K3- Applying, K 4- Analyse, K5- Evaluate and K 6 – Create

Relationship Matrix-26RD507												
Course Outcomes	**Programme Outcomes (Pos)**						**Programme Specific Outcomes (PSOs)**					**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	
CO1	3	3	3	3	3	2	3	3	3	3	2	2	2.7
CO2	3	3	3	3	3	2	3	3	2	2	2	3	2.6
CO3	3	3	3	3	2	3	2	3	3	3	2	2	2.6
CO4	3	3	2	3	2	2	2	3	3	2	3	2	2.5
CO5	3	3	3	3	3	2	3	3	3	3	3	2	2.8
												Total	**2.64**

Mean Score: 3- High, 2- Medium/Moderate, 1-Low