Professor Abdur Rab, Pro-Vice Chancellor, Eastern University mentioned that 'Rural market in Bangladesh is expanding both in terms of customers and purchasing power. The inclusion of the rural marketing course in Business curriculum, in addition to the existing industrial sector and urban markets will widen the student's knowledge and skill about the most vital sector of the economy'. Bangladesh is primarily agrarian thus; a vast rural market exists. An understanding of the rural economy and rural market is essential for the business students to sustain the expanded growth of business organizations. There is a rising demand for agricultural inputs, consumer goods, garments, communication gadgets and banking services in the rural areas. Agro based industries are contributing to the growth of urban market for processed and semi processed agricultural and food products. Increasing number of business firms such as mobile phones, soap and cosmetics, ground spices are targeting rural market for their growth.

Dr. Charles C Villanueva, Dean, School of Business, American International University-Bangladesh stated that 'The concepts, theories and application of Rural Marketing as a strategy in promoting business activities can be best understood and appreciated in the classroom setting under the competent faculty. Experiences in this field both local and international can be analyzed with depth using indicators or factors adaptable to the condition of Bangladesh'. The participation of the American International University-Bangladesh (AIUB) in the project on Rural Marketing will enrich and expand the horizon of the existing courses on Marketing as a major in Bachelor of Business Administration (BBA) and Master in Business Administration (MBA) programmes. The programme can be made as a springboard to a more systematic and scientific way of learning the rudiments of rural marketing. It is necessary to undertake some empirical actions before designing the curriculum. This would require some gathering of data and information from the direct sources such as the companies, customers, marketers or entrepreneurs, government organizations and the non-government organizations of the needs, practices, success stories and policies about rural marketing.

Dr. Charles C Villanueva also added that, 'It is important that the Rural Marketing course should be made familiar to the students through seminars, fliers and posters so that they are enticed to take the course'. The faculty of the Marketing Department can play a critical role not only for teaching the course but to market or advocate it to the students. Nazim Farhan Chowdhury, Deputy Managing Director, Adcomm Advertising Ltd. pointed out that 'It is inevitable that the next frontier of marketing and communication in Bangladesh is her heartland - the rural area. Companies who can master this vast market will be the champions of tomorrow's economy'.

An understanding of the rural economy and rural market is essential for the business students to sustain the expanded growth of business organizations. There is a rising demand for agricultural inputs, consumer goods, garments, communication gadgets and banking services in the rural areas.

The Rural Marketing course is unique in giving the aspirant businesses the required tools to help them understand and appreciate the finer nuances of the rural market and setting them apart from other generic business courses and knowledge.

On account of green revolution, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy namely, rural marketing has emerged to deliver manufactured or processed inputs or services to rural producers or consumers.

Rural Bangladesh calls for a greater reliance on social structures and systems and a lower dependence on conventional mechanisms, which are often accompanied by infrastructure constraints. The need of the hour is innovative methods of reaching and engaging through an objectively devised media plan rather than an approach that relies merely on events.

F. H. Ansarey, Executive Director, Agribusiness, ACI Limited mentioned that 'Since our economy is agro-based, managing the rural resources necessitates a high degree of skills and managerial expertise. Rural challenges need to be recognized as we recognize urban challenges for urban communities, in consonance with business and consumer challenges. Both require innovative sustainable, scalable and measurable solutions'.

M.A. Quader, Consultant Business Development, Bata Bangladesh stated that 'The rural marketing course will enable students to know about specific target segment of customers in rural areas, their needs & cultures which will help them to design appropriate marketing strategies and shaping their careers in wholesale / rural marketing'.

With the growing importance of the rural markets built into the corporate marketing strategies, there will be an increased recognition of the rural specialists in assisting companies to plan and implement their rural marketing activities.