



COURSE SYLLABUS SUMMARY



Universidad de los Andes
Colombia

School of Management
Leadership for Life



MARKETING AND MANAGEMENT IN THE FOOD INDUSTRY

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June 21 – July 2

Monday - Friday (6:00 pm – 9:00 pm)
*Saturday - June 25 (12:00 m. – 4:00 p.m.)
*Saturday - July 2 (1:00 p.m. – 3:00 p.m.)

AT UNIANDES' CAMPUS - PM

DESCRIPTION

The food industry has undergone dramatic changes in recent years worldwide. The emergence of giant corporations (supermarkets, restaurants) in the retail sector, the digitalization of food marketing and distribution, the recent disruptions due to COVID-19 and climate change, the rapid globalization of the food industry, the increased need for improving sustainability performance of the food sector, and the proliferation of distribution channels, are examples of the forces that are influencing the behavior and performance of food businesses from farm to table. These forces are having major impacts in the food industry and society globally.

In this context, businesses in the food sector must innovate to compete and remain sustainable and, at the same time, meet the challenge of feeding an increasing population. The premises of the course are, first, that it is important to examine recent trends of the food industry globally. Second, it is

essential to understand retail markets (food service and supermarkets), as companies compete in a system increasingly driven by preferences and choices of consumers. Third, policies affecting markets the food industry play a decisive role in the behavior and performance of companies.

OBJECTIVES

The primary objective of the course is to reflect on the fundamental principles of marketing and their application to private and public problems typical of the food supply chain, and to train students in the identification of successful marketing strategies in the food industry. The course addresses a variety of topics, including recent food industry trends, successful strategies in food retail and foodservice; the role of digital strategies to enhance performance; the challenges and opportunities for improving sustainability performance; the increased need of coordination in food supply chains; and policies affecting the food industry, among others.

The course uses a combination of lectures, case study discussion and simulations. The case study method, which requires in-class active participation from students, is essential to understand the relevance of the concepts discussed in class. The course includes a simulation to highlight the importance of coordination in the food supply chain.

Specific Objectives:

1. Review basic theories in economics and marketing relevant to the study of food supply chains.
2. Discuss recent trends in food supply chains globally, in Latin America and in Colombia.
3. Examine the relevance of key issues driving performance of the food industry, including the role of information technology on marketing strategies, internationalization strategies, sustainability, customer satisfaction, emerging supply chain coordination issues, and corporate social responsibility, among others.
4. Use a simulation tool to understand the importance of coordination in the supply chain.
5. Create a forum for discussion to generate ideas that can contribute to improving food supply chain performance.

METHODOLOGY

The course uses a combination of lectures, case study discussion and simulations. The case study method, which requires in-class active participation from students, is essential to understand the relevance of the concepts discussed in class. The course includes a simulation to highlight the importance of coordination in the food supply chain. The final exam is designed so that students reflect on how the topics learned in class can be applied to their career objectives.

EVALUATION

- Natureview Farm Case (group) 20%
- Four memos based in cases (individual) 40%
- Group case write up (group) 20%
- Participation 10%
- Exam 10%

The evaluation system can be subject to changes.

PRE-REQUISITES

Principles of marketing and microeconomics.

Given the uncertainty related to the pandemic, the time schedule and delivery mode of the courses can be subject to changes according to government and institutional regulations.