



Alejandro Gómez, - Dirección de posicionamiento, Universidad de los Andes.

COURSE SYLLABUS PROPOSAL

MARKETING AND MANAGEMENT IN THE FOOD INDUSTRY

Miguel Gómez
Cornell University (USA)

June 4 - June 14
(6:00 pm - 9:00 pm)

June 8
(9:00 am - 12:00 m)



Cornell University

DESCRIPTION

The course addresses a variety of topics, including recent food industry trends in Colombia, Latin America and globally, internationalization of food supply chains; role of customer satisfaction in food retailing; impact of private labels in the food industry; coordination in food supply chains, corporate social responsibility; and policies affecting the food industry, among others. The course combines lectures, discussion of case studies, and guest speakers.

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 Colombia
3. Examine the relevance of key issues driving performance of the food industry, including customer satisfaction, internationalization strategies, private labels, and corporate social responsibility, among others
4. Use a simulation tools 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.

EVALUATION

Natureview Farms Activity (group)	20%
Four memos based on cases (individual)	40%
One Case group write up (group)	20%
Exam	10%
Participation	10%

PRE-REQUISITES

English proficiency (writing, reading)
Principles of marketing
Principles of microeconomics