



School of  
Management



## COURSE SYLLABUS PROPOSAL

### MARKETING AND MANAGEMENT IN THE FOOD INDUSTRY

**Miguel Gómez**  
Cornell University (USA)



Cornell University

**June 16 - June 27**

**Monday - Friday (6:00 pm - 9:00 pm)**

**\*Saturday (1:00 pm - 4:00 pm)**

#### DESCRIPTION

The Food Industry has undergone dramatic changes in recent years worldwide. The emergence of giant corporations in the retail sector, the increase in international trade for food, the internationalization of supermarkets, the shift of power in favor to consumers, and the proliferation of distribution channels, are examples of the forces that are influencing the behavior and performance of businesses in food supply chains.

Although these changes have had a major impact in industrialized countries, for various reasons such effects are rapidly spreading globally. First, because companies in the food sector in industrialized countries are rapidly expanding in emerging markets in countries such as Colombia. Second, as the incomes in these countries increases, markets tend to resemble food chain to markets in industrialized countries. Additionally, these changes represent opportunities and threats to food businesses in non-industrialized countries (producers, processors and retailers) that export and / or import goods and services to / from high-income countries.

The premises of the seminar are, first, that it is important to examine recent trends of the food industry in developed countries. Second, it is essential to understand retail markets, 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 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 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.

Review basic theories in economics and marketing relevant to the study of food supply chains.

Discuss recent trends in food supply chains globally, in Latin America and Colombia.

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.

Use a simulation tools to understand the importance of coordination in the supply chain.

Create a forum for discussion to generate ideas that can contribute to improving food supply chain performance.

## METHODOLOGY

The course is entirely taught online through a combination of lectures, case study discussion, reading-based discussions and team exercises. 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 Farm Case (group) 20%
- Four memos based in cases (individual) 40%
- One Case group write up (group) 20%
- Participation 10%
- Exam 10%

The participation grade depends on 1) attendance (including assistance in simulation exercise on Saturday, 2) presentation of case study; 3) contribution to group assignments (at the end of the course, each student will evaluate the contribution of each group member); and 4) in class participation in case discussions.

Due to Universidad de los Andes policies, the final grading system for all the 2020 International Summer School courses will be Pass/ Fail. A minimum of 60/100 is required to obtain a pass grade. Your numerical final grade will be defined in accordance to the accomplishment of the courses learning goals. The individual numerical grades will serve as a key input for the definition of the Pass/ Fail grade and feedback.

## PRE-REQUISITES

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