



## COURSE SYLLABUS DRAFT

### MARKETING AND MANAGEMENT IN THE FOOD INDUSTRY

**Miguel Gómez**  
Cornell University (USA)

July 3 - July 13  
(6:00 pm - 9:00 pm)  
Saturday July 7  
(9:00 am - 1:00 pm)



Cornell University

### DESCRIPTION

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.



## OBJECTIVES

- 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 uses a combination of lectures, case study discussion, guest speakers 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

1. Natureview Farm Case (group): 20%
2. Four memos based in cases (individual): 40%
3. One Case group write up (group): 20%
4. Participation: 10%
5. 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.

## PRE-REQUISITES

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