

## COURSE DETAIL

### CASE STUDIES IN FOOD MARKETING AND INFORMATION MANAGEMENT

**Country**

Korea, South

**Host Institution**

Seoul National University

**Program(s)**

Seoul National University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

108

**UCEAP Course Suffix****UCEAP Official Title**

CASE STUDIES IN FOOD MARKETING AND INFORMATION MANAGEMENT

**UCEAP Transcript Title**

FOOD MRKTNG&INFO MG

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

### **Course Description**

This course focuses on the food industry and studies the success and failure cases of marketing and information management in fields such as agriculture, food service, bio industry, and distribution industry, and discusses how to apply them for the development of our food industry. Through case analysis, students will acquire various practical knowledge on how business activities in these industries are developed from the perspective of marketing and information management, and how to solve problems using methods and frameworks. Students who successfully complete this course will have basic skills as management consultants in the field of food and bio business.

### **Language(s) of Instruction**

Korean

### **Host Institution Course Number**

5202.414

### **Host Institution Course Title**

CASE STUDIES IN FOOD MARKETING AND INFORMATION MANAGEMENT

### **Host Institution Course Details**

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

### **Course Last Reviewed**

2024-2025

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