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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