



ECON/SOC 280 Food Industry: Marketing and Sociological Approach (4 Credits)

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Course Description

The course surveys both theoretical and practical aspects of the food industry based on different approaches from marketing, public relations, advertising, psychology, economics, and sociology perspectives.

The course will be divided into the following parts:

- Sociology of food (theory and approaches to food, eating practice, food industry, interdisciplinary approach)
- Socio-cultural factors of institutionalization of the food industry (socio-cultural aspects, attitudes, stereotypes)
- Tools, cases and research of food industry in post-Soviet countries (using the data from different research studies, comparative analysis, marketing and advertisement tools)

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| Course Outline |
| Module 1 |
| Sociology of food |
| Theme 1. |
| Introduction to the course |
| Theme 2 |
| Theory and approaches to food eating practice, food industry, interdisciplinary approach |
| Theme 3 |
| Social mission of food industry |
| Theme 4 |
| Characteristics of branches of food services |
| Theme5 |
| Form of social recognition, national peculiarities of eating and consumption |
| Theme 6 |
| Reflection |
| Module 2 Socio-cultural factors of institutionalization of the food industry |
| Theme 7 |



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| Professional identification, models of professional perception |
| Theme 8 Cultural models domination, professional culture |
| Theme 9 Output and limitation of sociological approaches, interdisciplinary discourse |
| Theme 10 Practical case |
| Module 3 Tools, cases and research of food industry in post-Soviet countries |
| Theme 11 Professional expertise (promotion and public relations) |
| Theme 12 Case analysis (presenting course papers) |

Forms and teaching methods of the course: lectures, seminars, discussion, case analysis.

Class discussion of the literature and of student ideas will be central to the course

Paper

One paper is required in this course. The paper will be written by the student on a topic related to this course. A final research paper (roughly 15-20 pages i.e. journal length) Students are expected to begin discussing their paper ideas in the beginning of the semester. Three short research memos (roughly 3-5 pages) will be due at regular intervals during the course of the semester. Students are expected to make a presentation of their research in class.

Discussions

There will be discussion boards for students to post comments to during the semester. They will be on various topics relevant to this course.

The information contained in the course syllabus may be subject to change with reasonable advance notice, as deemed appropriate by the instructor.