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**International Food Marketing**

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| Nationality： | United States |
| Academic Title： | Professor |
| Home University（From）： | Purdue University |
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本科生 硕士生 博士生

Undergraduate Master Doctoral student

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English

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Fundamental Probability

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Primarily case studies. Organize students into teams to participate in case competition, role play, debate, and case project.

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1、attendance and class participation 20%;  
2、Group projects 30%;  
3、Final examination open book：50%

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2 credits

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Dr. Holly Wang received her Ph.D. in Agricultural Economics and MA in Economics from Michigan State University, and her BS from the School of Economics and Management at Tsinghua University. She held assistant and associate professor positions at the School of Economics Sciences after graduation and is now professor at the Department of Agricultural Economics, Purdue University. Dr. Wang’s research interests focus on agricultural risks, finance, marketing, food safety, and Chinese economic development. She has published over 50 articles in top agricultural economics journals in American, Europe, and Australia, such as American Journal of Agricultural Economics, Food Policy, Agricultural Economics, European Review of Agricultural Economics, and Australian Journal of Agricultural and Resource Economics, and over 100 other publications. She has served as guest editors multiple times for China Economic Review, editorial board members for Agricultural Finance Review and China Economic Review, and co-editor for China Agricultural Economic Review. She has advised a dozen Ph.D. students who are now employed in major universities, government agencies, and financial firms in the US and other countries in the world. In addition to teaching at her home school, Dr. Wang has taught several Ph.D. level courses in Finland, Canada and China. She has taught this course multiple times at Purdue University and coached Purdue team to compete at several International Case Competitions with remarkable grades. She also served as the Co-Chair of 2009 International Food and Agribusiness Management Association Annual conference and helped organized the marketing case competition at the conference. She was former president for the Chinese Economists Society (US), founding chair for China Section at American Agricultural Economics Association, and Vice Chair for Women Agricultural Economists Section at American Agricultural Economics Association.

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Conducted in English, this course employs eight real cases from multi-national food and beverage firms to introduce the marketing decisions. At the beginning, we will introduce fundamental case analysis methods, and then each case will expose students to a different aspect of marketing. By reading, paper writing, answering questions, discussion, oral presentation, and debating in class, skills of actual decision making and oral and written English expression will be fostered.  
American active learning style will be adopted entirely to classroom teaching. We hope to train students with open-ended and critical thinking, as well as English communication skills through this course.

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1. Introduction—Case analysis tools (3 hours)   
2. Cape Natural Tea Products and the U.S. Market (3 hours)  
3. Delissa in Japan (3 hours)  
4. Marketing New Zealand Lamb (3 hours)  
5. KFC in China (1.5 hours)  
6. Competition (6 hours)  
7. Libby’s Beverages: Um Bongo Fruit Drink (3 hours)  
8. UNICA: Brazilian Sugarcane Industry (3 hours)  
9. Final Exam case (1.5 hours)

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My own extensive teaching notes will be provided to students. No textbook is required.

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none

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