ADAPTING ECONOMIC THEORY TOOLS IN THE STUDY OF AGRI-FOOD MARKETS

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This course (i) examines the forces that shape international food markets, focusing on consumer attitudes, new technologies, food policies and regulations and, (ii) analyzes and compares firm strategies that enhance economic performance in these markets.

The main objectives of the course are to:
- Understand the interdependence between agri-food economic environments and firm strategies.
- Learn how to apply, integrate and adapt economic theory tools and course concepts to address current important issues in international food markets.
- Conduct creative research by collecting, synthesizing and interpreting information using economic analysis, and effectively communicate research findings.

ACE 10 QUESTIONS

- To what extent do research projects demonstrate creativity, critical thinking, good writing skills, and understanding and adaptation of economic tools to address current issues in the agri-food sector?
- To what extent do students reflect on their experiences as consumers and global citizens and effectively communicate their research findings?

STUDENT WORK

Students create a research project that requires that they collect, process and interpret data and present information about an international agri-food market of their choice and that they synthesize and build on knowledge they acquired in previous courses as well as in this course to examine various firm strategies in this market (e.g., market research, market entry, product development and pricing strategies).