

The Marketing of Food — Fall 2023 —

Lectures opened to members of the Concordia Food Studies Working Group



Are you interested in or simply curious about food marketing practices? Have you ever wondered about merchandising tactics used to influence your purchase behaviours and grow your basket?

Then join us for two open lectures in MARK 458: The Marketing of Food.

⇒⇒⇒ **Limited space, please rsvp as soon as possible:** ⇐⇐⇐
foodstudies@concordia.ca

When: Tuesdays @ 5:45pm Where: H-605

Date	Topic
Sept 26	The Changing Food Retail Eco-System & The Food Store of the Future In this lecture, we'll examine recent changes in the food retail eco-system: from meal kits and subscription services to third-party delivery and ghost kitchens. We'll take a deep dive into supermarket design and we'll take a significant portion of the lecture to work collaboratively to <i>design the food store of the future</i> .
Oct 24	Food Innovation Workshop Consumers and retailers love new products: they add variety to our meals and generate substantial profits. In this lecture we'll put theory into practice and work collectively to create a <i>new ice cream product</i> .

This course introduces participants to the structure of the agri-food system, the operating realities of its key constituents, and some of the marketing challenges facing them. In this course, the marketing of food is approached and treated from a variety of angles, in line with the complex nature of the agri-food system, of our food choices, and of the very act of eating itself. Participants will explore emerging trends as well as longstanding issues and wicked problems facing our food system and will have opportunities to imagine solutions to address some of these problems.

Instructor: Jordan L. LeBel, Ph.D., C.Dir.
Professor, Department of Marketing
Co-Director, Centre for Sensory Studies

