

## Course Syllabus

### 1. Name of Curriculum

Bachelor of Science (Food Science & Technology), Mahidol University International College

### 2. Course Code: ICFS 381

**Course Title:** Production Management and Marketing of Food Products

### 3. Number of Credits: 4 (Lecture/Lab) (4-0)

### 4. Prerequisite(s): none

### 5. Type of Course: Required Business

### 6. Trimester / Academic Year: 3<sup>rd</sup> trimester / 2003-04

### 7. Course Description

Factors affecting food plant organization, production, procurement, distributing, and also the interactions required to develop food plant operation; principles of marketing, marketing systems and management with emphasis on food products; market research and analysis, consumer behavior and marketing strategies.

### 8. Course Objectives

1. Understand behavior of agri-business markets.
2. Learn marketing skills for successful management decision-making.
3. Become familiar with the food marketing system.

## 9. Course Outline

Week	Topics			Instructor	
	Lecture/Seminar	Hour	Lab		Hour
1	Fundamentals of management	4			Dr. Wirat Krasachat
2	Production planning & management	4			Dr. Wirat Krasachat
3	Logistic management	4			Dr. Wirat Krasachat
4	Technology and operations	4			Dr. Wirat Krasachat
5	Principles of marketing	4			Dr. Wirat Krasachat
6	Midterm Exam	4			
7	Marketing systems	4			Dr. Wirat Krasachat
8	Consumer behavior	4			Dr. Kulkanya Na Pompert
9	Marketing strategies	4			Dr. Kulkanya Na Pompert
10	Management with emphasis on food products	4			Dr. Wirat Krasachat
11	Marketing research	4			Dr. Wirat Krasachat
	Total	44			Dr. Wirat Krasachat

## 10. Teaching Methods

1. Lecture
2. Case Studies
3. Journal

## 11. Teaching Media

1. Powerpoint presentations
2. Videos
3. Group Discussion

## 12. Course Achievement

Assessment made from the stated criteria- students who receive more than 90% of the total points will receive a grade A.

**13. Course Evaluation**

<b>Component</b>	<b>%</b>
Midterm exam	50
Final exam	50
<b>Total</b>	100

**14. References**

1. Baker, G. Grumewald, O. and W.D. Gorman, 2002, *Introduction to food and Agribusiness Management*, Prentice Hall, New Jersey.
2. Erickson, S.P., Akridge, J.T., Barnard, F.L. and W.D. Downey, 2002, *Agribusiness Management*, 3<sup>rd</sup> Edition, McGraw Hill, Boston.
3. Meredith, J.R. and S.M. Shafer, 2002, *Operations Management for MBAs*, 2<sup>nd</sup> Edition, John Wiley & Sons, New York.
4. Schaffner, K.J., Schroder, W.R. and M.D. Earle, 1998, *Food Marketing: An International Perspective*, International Edition, McGraw Hill, Boston.

**15. Instructor**

Dr. Kulkanya Na Pompert

**16. Course Coordinator**

Assist. Prof. Dr. Wirat Krasachat