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).

**ADDRESSING AN ECONOMIC THEORY TOOL IN THE STUDY OF AGRI-FOOD MARKETS**

**AECN 425 AGRICULTURAL MARKETING IN A MULTINATIONAL ENVIRONMENT**

**Dr. Emie Yianna, Associate Professor**

**Course Description and Objectives**

The following rubric is used to evaluate student research projects. The same rubric is used by the Assessment committee to assess learning outcomes for all departmental ACE 10 and capstone courses.

**Examples of Class Projects**

**Method of Analysis**

**Findings**

**Strengths:** Students work well in teams and generate creative projects; most projects demonstrate a good understanding and application of economic theory in analyzing firm strategies in agri-food markets.

**Weaknesses:** Students need to focus more on project presentation, proper writing and oral communication; need to reflect more on what was learned during the course and how this knowledge can influence future learning.

**Improving ACE 10 Learning**

To improve student reflection on their learning, the following changes will be instituted in the course:

- Students will participate in the grading of the oral presentations of all research projects.
- Each student will submit a short written report outlining their experience working on the project as well as their contribution.

Course reflections will be summarized and shared with new students at the beginning of the course as well as with the Assessment committee.