



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Engineering

Level: UG

Branch: Food Engineering & Technology

Subject Code: 3175108

Subject Name : Global Marketing of Food

WEF Academic Year :	2022-23
Semester :	7
Category of the Course :	Open elective

Prerequisite: Nil

Rationale: This subject provides insights into international food markets, export-import regulations, and global marketing strategies. It equips students to manage branding, trade policies, and market expansion for food products in the global marketplace.

Course Scheme:

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
3	0	0	3	70	30	0	0	100

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	Introduction to Global Food Markets: <ul style="list-style-type: none">Overview of global food industry trends.Consumer behavior in different cultural contexts.	4	10
2	International Food Marketing Strategies: <ul style="list-style-type: none">Product adaptation vs. standardization.Branding and positioning in global markets.	8	15
3	Regulatory Environment: <ul style="list-style-type: none">Understanding international food laws and standards (e.g., FSSAI, FDA, EU regulations).Navigating export-import regulations.	8	20
4	Distribution and Supply Chain Management: <ul style="list-style-type: none">Cold chain logistics.Managing perishable goods in international transit	6	20
5	Digital Marketing and E-commerce: <ul style="list-style-type: none">Leveraging online platforms for global reach.Social media strategies for food products.	8	15
6	Case Studies and Projects: <ul style="list-style-type: none">Analysis of successful global food brands.	8	20



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Engineering

Level: UG

Branch: Food Engineering & Technology

Subject Code: 3175108

Subject Name : Global Marketing of Food

	<ul style="list-style-type: none">Developing a marketing plan for a food product targeting international markets.		
--	---	--	--

Reference Book:

- **Global Marketing** – Warren J. Keegan & Mark Green (Pearson)
- **International Marketing** – Cateora, Graham & Gilly (McGraw Hill)
- **Food Marketing Management** – Kotler & Armstrong (Selected Chapters)
- Export-Import Procedures Handbook (India) – Government of India / DGFT Manuals
- Journals: *International Food and Agribusiness Management Review*, *Journal of Food Products Marketing*

* * * * *