

外食・食品産業経営論特講Ⅱ

Elective 2 credit
WAKASUGI, Kazumasa

1. Course Description

In the spring class, we learned about the food industry, the overseas expansion of Japanese food companies, and the management, marketing strategies of major food companies. In the autumn class, based on the content of the spring class, we will focus on the food service industry and restaurant companies and learn about the development history, industrial structure, marketing of the food service industry. In this class, we will use cases and examples in actual companies as much as possible. As the domestic market is expected to shrink due to the declining birthrate and aging population, I would like to discuss with you how you can describe the growth strategy of the restaurant industry.