

The UW Nutritional Sciences Program

Presents NUTR 490/500:

Marketing Food, Nutrition, and Health

Alder Commons Auditorium 104, Alder Hall 1310 NE 40th St,
Thursdays 12:30 – 1:20 pm, Winter Quarter 2014
Instructor: Adam Drewnowski

January 9	Food Marketing and Consumer Research – An Overview. Adam Drewnowski, PhD; Professor of Epidemiology; Director, UW Center for Public Health Nutrition & UW Center for Obesity Research, University of Washington.
January 16	Marketing UWMC Wellness Program to Patients, Staff, and the Community. Bethany Cook, MS, RD, CD, Technology and Wellness Manager, University of Washington Medical Center.
January 23	Modernist Cuisine in Health and Wellness. Larissa Zhou, Research Scientist, Modernist Cuisine, Intellectual Ventures, Bellevue WA.
January 30	Understanding the Consumer: Insights from Marketing Research. June Jo Lee; Senior Director, Strategic Insights, The Hartman Group, Seattle, WA..
February 6	Contemporary Marketing and Mediterranean Food Cultures. Ana Gómez-Bravo, PhD, Associate Prof, Department of Spanish and Portuguese Studies, University of Washington.
February 13	The “Junk Food Tax” Reform in Mexico. Alfonso Mendoza Velazquez, PhD, Centro de Investigación e Inteligencia Económica (CIIE), Universidad Popular Autónoma del Estado de Puebla (UPAEP), Mexico. Visiting Scholar, UW Nutritional Sciences Program, 2013-2104.
February 20	Fast Foods and Health: New Trends by the Restaurant Industry. Anthony Anton, CEO, Washington Restaurant Association, Olympia, WA.
February 27	Visualizing Health Data: Technologies, Insights and Opportunities. Christian Marc Schmidt, Designer and Founder of Schema Design, LLC.
March 6	Food, Nutrition, and Health—Setting the Research Agenda. Maha Tahiri, PhD, Chief Health and Wellness Officer and Sr. Technology Director, Bell Institute of Health and Nutrition, General Mills, Minneapolis, MN.
March 13	The Global Business of Marketing Foods for Health. Nidhi Aggarwal, PhD, Associate Professor of Marketing, Foster Business School, University of Washington.

**ALL UW STUDENTS, FACULTY & STAFF ARE WELCOME TO
ATTEND SEMINAR SESSIONS**