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| **Faculty Information** | **Name** | |  | | | | | | | | |
| **E-mail** | |  | | | | | | | | |
| **Home University** | |  | | | | | | | | |
| **Department** | |  | | | | | | | | |
| **Homepage** | |  | | | | | | | | |
| **Course Information** | **Class No.** | |  | **Course Code** | | |  | | **Credits** | | 3 |
| **Course Name** | | 1. ***Food Cultural Innovation and Global Sustainability*** | | | | | | | | |
| **Lecture Schedule** | | **Total Contact Hours** | | | | | 45 hours | | | |
| **Lecture Hour** | | | | | 15:40-18:40, Mon-Fri | | | |
| **Course Description** | | This graduate-level course explores the cultural, ecological, and economic dimensions of Korean cuisine’ s (K-Food) globalization, focusing on fermentation traditions, ethical supply chains, and digital innovation. Using cultural capital theory (Bourdieu), circular economy frameworks, and media studies, students will analyze K-Food’ s proactive global expansion strategies (e.g., government initiatives, corporate innovation), design sustainable supply chain models, and evaluate its role in global food security. The curriculum avoids colonial critique, instead highlighting Korea’ s leadership in culinary diplomacy and cultural preservation. | | | | | | | | |
| **Course Objective** | | • Theorize K-Food ’s cultural capital using Bourdieu and Appadurai’s "foodscapes" framework, emphasizing Korea’s strategic branding.  • Analyze the environmental and ethical challenges in K-Food ’s industrialization, with a focus on Korea ’s sustainable solutions (e.g., organic fermentation, waste reduction).  • Develop digital tools (e.g., blockchain, social media campaigns) to enhance K-Food ’s global authenticity and traceability.  • Evaluate K-Food ’s role in fostering cross-cultural understanding through case studies in Southeast Asia and North America.  • Produce a publishable-quality research paper on K-Food ’s innovative practices, suitable for Journal of Cultural Economics. | | | | | | | | |
| **Prerequisite** | | Coursework in cultural studies, media studies, business, or related fields. | | | | | | | | |
| **Materials/Textbooks** | | Course materials will be selected and provided by the instructor. | | | | | | | | |
| **Daily**  **Lecture Plan** | **Week 1** | **Day** | **Topic** | | **Learning Objectives** | | | | | **Assignment** | |
| Day 1 | Korea’s Strategic Branding: From Local Cuisine to Global Icon | | Analyze how the Korean government’ s “K-Food Valley” initiative boosted exports by 200% since 2015. | | | | | Activity: Data visualization of K-Food export trends using KITA statistics. | |
| Day 2 | Modernizing Tradition: Korea’s Industrial Fermentation Revolution | | Compare artisanal kimchi methods with CJ Foods’ probiotic-enhanced production. | | | | | Lab: Hands-on fermentation workshop using modern probiotic cultures. | |
| Day 3 | TikTok and the Democratization of K-Food Culture | | Study how #KFoodChallenge generated 50 billion views, led by Korean creators. | | | | | Workshop: Develop a viral content strategy for a new K-Food product (e.g., plant-based kimchi). | |
| Day 4 | Ottogi’s Zero-Waste Model: Recycling Kimchi Brine into Probiotics | | Evaluate the environmental impact of Korea’s largest kimchi producer. | | | | | Case Study: Interview with Ottogi’s sustainability team on waste reduction goals. | |
| Day 5 | Shin Ramyun’s Global Success: Balancing Authenticity and Localization | | Analyze flavor adjustments for MENA markets (e.g., halal certification, mild spices). | | | | | Role-Play: Pitch a localized K-Food product to a multinational retailer. | |
| **Week 2** | Day 1 | aT Corporation’s Blockchain Initiative for Artisanal Kimchi | | Design a digital ledger to authenticate traditional kimchi recipes from Jeollado. | | | | | Tech Demo: Hyperledger Fabric simulation for supply chain transparency. | |
| Day 2 | Korea’s Culinary Aid Programs in Southeast Asia | | Evaluate WFP-Korea partnerships teaching kimchi fermentation for nutritional security. | | | | | Policy Workshop: Draft guidelines for culturally sensitive food aid projects. | |
| Day 3 | K-Drama Food Porn: How Jejudo Food Diary Boosted Tourism | | Quantify the impact of K-drama food scenes on regional tourism (e.g., Jeju Island’s tangerine industry). | | | | | Assignment: Storyboard a K-drama scene highlighting a regional K-Food. | |
| Day 4 | Empowering Women in Kimchi Production: The Kimchi Mom Collective | | Analyze how Korean social enterprises uplift female artisans through fair trade. | | | | |  | |
| Day 5 | Innovative Studies on K-Food’s Positive Impact | | | Draft a 3-page proposal for research like K-Food’s Role in Bridging Cultural Divides. | | | | Peer Review: Use a rubric focusing on contribution to Korean cultural scholarship. | |
| **Week 3** | Day 1 | Surveys and Ethnography: Studying K-Food Fans in Brazil | | | Design a survey to measure K-Food’s cultural acceptance in non-Asian markets. | | | | Activity: Practice coding fan interviews using NVivo for thematic analysis. | |
| Day 2 | Partnering with aT to Enhance K-Food’s Global Image | | | Develop a marketing campaign for Korea’s organic kimchi exports to Europe. | | | | Deliverable: Preliminary strategy deck with cultural sensitivity metrics. | |
| Day 3 | Polishing Arguments on Korea’s Culinary Leadership | | | Revise thesis introductions to emphasize Korea’s innovative role in food globalization. | | | | Instructor Feedback: Ensure focus on positive cultural impact and strategic success. | |
| Day 4 | Showcasing K-Food’s Sustainable Innovations | | | Practice presenting research at a simulated conference, with a focus on Korea’s best practices. | | | | Rubric: Evaluate presentations on “innovation,” “cultural pride,” and “global impact.” | |
| Day 5 | Final Assessments | | |  | | | |  | |
| **Grading Policy** | **Assessment Component** | | Final Report | | | | | | | 50% | |
| Strategic Innovation Project | | | | | | | 40% | |
| Class Participation | | | | | | | 10% | |
| **Total** | | | | | | | **100%** | |
| **Assessment**  **Details** | | **• Final Report (50%)**  4,000–4,500 words, focus on Korea K-Food innovations.  **• Strategic Innovation Project (40%)**  15–20-page report + 12-minute pitch, include Korean industry insights and government data.  **• Class Participation (10%)**  Active engagement in discussions, case analyses, and peer feedback sessions. | | | | | | | | |