

# The UW Nutritional Sciences Program

Presents NUTR 490/500:

## Marketing Food, Nutrition, and Health

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

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

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