

Partner with SAGE to develop your **Food Marketing** case

### Series Editor

Ernest Baskin, Ph.D., Saint Joseph's University

**SAGE Publishing** continues to grow its teaching case collection, **SAGE Business Cases**, across the business and management spectrum while also narrowing in on select areas. The vision of the **Food Marketing Series** is to bring current events in the world of food and CPG marketing into the classroom. These cases will be used across marketing courses as well as food industry/agriculture courses to familiarize students with debates and topics that are relevant in the industry. These cases can take marketing topics and use the food and CPG industries as examples, or may apply specific concepts that are only relevant for these industries due to their specific nature. Cases may take the perspective of any actor in the value chain including but, not limited to, the supplier, manufacturer, and the retailer.

#### Preview titles

[Oreo: Crowdsourcing as a Marketing Tactic](#)

[The Starbucks Unicorn Frappuccino and the Concept of Stunt Food](#)

[Mergers and Expansions in the Grocery Industry: An Amazon/Whole Foods Market Case Study](#)

#### SAGE is pleased to offer case authors:

- Double-blind peer review of your case and teaching notes
- A thorough editorial process, working to develop your ideas and prepare cases for successful publication
- Freedom to include your students in the case research and writing process
- Copyright in your name and final PDF for ease of use in your classroom
- Payment when your case is published
- An international audience for your work

#### **SUBMISSION DEADLINE: Rolling**

- Cases should be between 1,000 and 5,000 words.
- Please include discussion questions and teaching notes.
- Guidelines and templates may be found [here](#)
- Submit through our ScholarOne [portal](#)
- Authors generally receive decisions within 6-8 weeks of submission.

#### **For questions and sample cases, contact:**

Rebecca Frankel

Associate Editor

[rebecca.frankel@sagepub.com](mailto:rebecca.frankel@sagepub.com)

[sk.sagepub.com/cases](http://sk.sagepub.com/cases)