

Research Seminar - February 26th, 2020



Marielle Salvador

« La consommation de produits locaux dans un contexte touristique : pour quelle(s) expérience(s) ? »



Lucie Sirieix

« Comment le marketing peut-il traiter de l'expérience de consommation dans la restauration ? »



On February 26, 2020

Research Seminar - 2 :00pm - 4 :00pm

Open to researchers and our Research and Innovation Committee's members (possibility to participate by videoconference) - Free registration

2 :00pm - 2 :45pm - [Marielle Salvador](#), Associate Professor in Marketing at Institut Paul Bocuse, "The consumption of local products in a tourist context : for which experience(s) ? " (in French)

2 :45pm - 4 :00pm - [Lucie Sirieix](#), Professor in Marketing & Consumer Behavior at SupAgro Montpellier, "*How marketing can deal with the consumer experience in the restaurant business ?*" (in French)

[>PROGRAM and next events](#)

For any question and to register: symposium@institutpaulbocuse.com

Type :

Research

Contact

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