

## Liverpool John Moores University

Title: Food Industry Marketing and Consumers  
Status: Definitive  
Code: **4104SSLN** (123055)  
Version Start Date: 01-08-2019

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Wendy Johnston	Y

**Academic Level:** FHEQ4  
**Credit Value:** 10  
**Total Delivered Hours:** 20  
**Total Learning Hours:** 100  
**Private Study:** 80

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Seminar	5
Workshop	5

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation (20 minutes)	100	

### Aims

*This module enables students to understand the structure and size of the global food industry. The module also introduces models of consumer behaviour and how these can be applied to the food consumer. The mechanics of food marketing (including how this impacts on consumer behaviour) are also introduced to students.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the size and structure of the global food industry, including internal and external factors which influence the behaviour of the food industry
- 2 Discuss how an understanding of consumer behaviour influences food marketing strategies
- 3 Explain how marketing models and strategies are used by the food industry

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Presenation	1	2	3
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### **Outline Syllabus**

*Size and structure of the global food industry; Models of consumer behaviour and how these apply to the food consumer; Branding and the food consumer; The mechanics of food marketing; Segmentation, targeting & positioning; Product, promotion, pricing & place; Current debates in food marketing and consumer behaviour.*

### **Learning Activities**

These include lectures as well as seminar and workshop activities. The seminar and workshop activities enable more critical group discussion on the topics introduced in the lecture sessions. Guest speakers from industry contribute to the delivery of this module.

### **Notes**

This module also encourages students to look at the topics being introduced from various global perspectives. For example how the food industry is structured and functions in different parts of the world; how consumer behaviour (or understanding of consumer behaviours) may be different in different geographical locations (as well as cultural contexts); and how marketing strategies may be implemented differently in different geographical and cultural contexts.