Liverpool John Moores University

Title: Food Web
Status: Definitive
Code: **4115SSLN**   (125021)
Version Start Date: 01-08-2020

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:**	20	**Total Delivered Hours:**	40
Total Learning Hours:	200	**Private Study:**	160		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Workshop	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation (20 Minutes) plus supporting evidence	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:

Presentation   2   3   1

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 & Placing; 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 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 in geographical locations (as well as cultural contexts); and how marketing strategies maybe implemented differently in different geographical and cultural contexts.