

## Liverpool John Moores University

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Title: The Food Industry  
Status: Definitive  
Code: **5083TEF** (120010)  
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:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 50  
**Total Learning Hours:** 240      **Private Study:** 190

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1		50	
Exam	AS2		50	2

### Aims

*The aims of this module are to enable students to develop a realistic knowledge and understanding of the food industry from the primary producer to the end consumer; To understand the importance of food safety, quality, traceability and authenticity within the food industry; To develop a critical understanding of the importance marketing can have on consumer choices in ensuring the success of products*

## Learning Outcomes

After completing the module the student should be able to:

- 1 To understand and critically evaluate how the food industry operates from primary producer to end consumer
- 2 To critically analyse internal and external factors which influence the behaviour of the food industry
- 3 To critically evaluate the role of marketing within the food industry

## Learning Outcomes of Assessments

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

1500 Words Report	1	
Seen Case Study	2	3

## Outline Syllabus

*The lectures will cover issues including Food quality and standards within the food industry; primary and secondary producers; organisational structures within the food industry, ethics, food safety and transparency; marketing strategies; exploration of some or all of these themes.*

## Learning Activities

Lectures will be the main form of student learning and will include guest lectures from retailers, producers, and manufacturers.

## Notes

Lectures will be the main form of student learning. Including ICT sessions and guest lectures from retailers, producers, and manufacturers.