

## Liverpool John Moores University

Title: FOOD PRODUCT DEVELOPMENT  
Status: Definitive  
Code: **6033TEF** (103856)  
Version Start Date: 01-08-2018

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

Team	Leader
Katie Lane	Y
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**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 48  
**Total Learning Hours:** 240      **Private Study:** 192

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10
Practical	30
Seminar	4
Tutorial	4

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group Presentation	15	
Practice	AS2	Developed Product	25	
Report	AS3	Individual Report 3,500 Words	60	

### Aims

*To enable students to gain a realistic appreciation of the commercial production of new products and to gain practical experience of the product development process.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Research and critically evaluate food related factors, food trends and market research and apply this to the creation and development of a new food product.
- 2 Demonstrate the importance of product safety and sensory evaluation and utilise appropriate statistical tools to interpret data and inform the process of development.
- 3 Organise and manage a marketing presentation of the product to the retailer.

## Learning Outcomes of Assessments

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

Presentation	3
Practical	2
Report	1

## Outline Syllabus

*The role and development of new products: marketing, market research, food trends, brand stretching; planning for new product development within a company. Developing: a product from a brief; a marketing plan; ideas generation; concept generation and screening; product specification; product testing - sensory evaluation, nutritional breakdown, financial analysis, microbial analysis; shelf life tests; production and commercial viability, labelling and legislation; preservation techniques, packaging and design.*

## Learning Activities

Lectures and product development practicals will be the main form of student learning activities. These will be supported by a series of individual and group tutorials. Opportunities to visit manufacturers and guest speakers from industry will be included. Activities will be student centred and facilitate both group and individual work.

## Notes

A practical and theoretical course applying knowledge and skills through a variety of techniques to evaluate the stages involved in food product development from concept to marketplace. This module will contribute to the evidence required for the WoW process.