

Liverpool John Moores University

Title: FOOD RETAIL MARKETING
Status: Definitive
Code: **6055TEF** (103869)
Version Start Date: 01-08-2016

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

Team	Leader
Peter Scott	Y

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 24
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Seminar	6
Workshop	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report	100	

Aims

To aim of the module is to examine food retail marketing in its broadest terms.

Learning Outcomes

After completing the module the student should be able to:

- 1 To critically analyse the development of the food retail marketing sector.
- 2 To critically analyse specific elements of the food retail marketing mix.
- 3 To demonstrate an understanding of current issues in the food retail marketing sector.

Learning Outcomes of Assessments

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

Report	1	2	3
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Outline Syllabus

Consider key drivers and markets; global and environmental trends; technology (reward systems); marketing intelligence and consumer behaviour; HR strategies; product; logistics (supply chain management); pricing; electronic marketing; current issues (such as marketing food to children and adolescents; organic and fairtrade food marketing; food marketing and the international perspective).

Learning Activities

Lectures, seminars and workshops.

Notes

Evidence from this module may contribute to the WoW certification.