

## Course Outline

### Code: MKG721 Title: Food Marketing

<b>School:</b>	Business
<b>Teaching Session:</b>	Session 7
<b>Year:</b>	2020
<b>Course Coordinator:</b>	Associate Professor Dawn Birch
<b>Course Moderator:</b>	Dr David Fleischman

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

#### 1. What is this course about?

##### 1.1 Description

The marketing of foods is a fascinating and dynamic field of study, with new food trends and issues requiring strategic marketing decisions in order to take advantage of opportunities and deal with challenges in today's increasingly competitive and global environment. Two key themes underpin this course: the importance of delivering value through effective supply chain design and management, and given people's food consumption is highly habituated, a focus on driving behavioural change. You will focus on the key marketing tasks for driving change in consumer's food choices including the need to develop an appealing product, create effective branding and integrated marketing communication strategies and interrupt routine consumption behaviour at the point of sale.

##### 1.2 Field trips, WIL placements or activities required by professional accreditation

N/A

#### 2. What level is this course?

700 level Specialised - Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts. 700 level Specialised - Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

#### 3. What is the unit value of this course?

12 units

#### 4. How does this course contribute to my learning?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Demonstrate knowledge of contemporary/developing food trends/issues and implications for the food industry.	1	Empowered. Creative and critical thinking Career adaptive
Demonstrate knowledge of food supply chain design and management.	2	Knowledge Empowered Career adaptive
Demonstrate the ability to apply critical and creative thinking in developing marketing strategies in a food marketing context.	2	Creative and critical thinking
Demonstrate effective communication skills in a food marketing context.	1 and 2	Communication

#### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

##### 5.1 Enrolment restrictions

Must be enrolled in a Postgraduate program.

##### 5.2 Pre-requisites

Nil

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

Nil

##### 5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

#### 6. How am I going to be assessed?

##### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL) Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

##### 6.2 Details of early feedback on progress

Feedback will be provided for Task 1. Students will be given feedback in class and via the discussion board.

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Artefact - Creative, and Written Piece	Individual	30%	10 slides	Week 3, Thursday 5pm (AEST)	Online Assignment Submission with Plagiarism check
2	Report	Individual	70%	4,000 words	Week 7, Thursday 5pm (AEST)	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment 1: Contemporary/developing food marketing trends/issue

<b>Goal:</b>	The purpose of this task is for you to evaluate two contemporary/developing trends/issues in food marketing (one related to a new food product and one related to changing food technology) and discuss challenges and opportunities for the food industry
<b>Product:</b>	Artefact - Creative, and Written Piece
<b>Format:</b>	This is an individual assessment Please access the assessment area in Blackboard for more information
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• identification and analysis of two (2) contemporary/developing food trends/issues (one related to a new food product and one related to changing food technology)</li> <li>• evaluation of challenges and opportunities arising for the food industry</li> <li>• application of relevant secondary data</li> <li>• written communication and layout of a PowerPoint presentation including accurate referencing</li> </ul>

#### Assessment Task 2: Food marketing strategy

<b>Goal:</b>	To apply knowledge of theories, principles and concepts of food supply chain design and management and develop a food marketing strategy for a new food product that has been developed or modified to reflect a contemporary or developing trend/issue in food marketing.
<b>Product:</b>	Report
<b>Format:</b>	This is an individual assessment. Please access the assessment area in Blackboard for more information.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• identification and profiling of one key market segment for the new or modified food product</li> <li>• application of knowledge of consumer decision making for the product category</li> <li>• development of a marketing strategy for a new or modified food product (positioning, product, branding and price) for one key market segment</li> <li>• application of knowledge of food supply chain design and management</li> <li>• recommendation of strategies to interrupt routine behaviour at the point of sale</li> <li>• application of relevant secondary data</li> <li>• demonstration of effective written communication and accurate referencing in report format</li> </ul>

## 7. Directed study hours

A 12-unit course will have a total of 150 learning hours which will include directed study hours, independent learning and completion of assessable tasks. Total student workload is calculated at 12.5 learning hours per

one unit. This will consist 2 hours of interactive Zoom sessions for each module plus 1 hour of digital learning material per module. This will occur twice weekly. An additional 19 hours of independent study on average per teaching week (including online learning guide, recorded lecture topics, embedded digital content, course readings and development of assessment items) is required.

## **8. What resources do I need to undertake this course?**

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### **8.1 Prescribed text(s) or course reader**

Nil

### **8.2 Specific requirements**

N/A

## **9. How are risks managed in this course?**

Health and safety risks for this course have been assessed as low. Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## **10. What administrative information is relevant to this course?**

### **10.1 Assessment: Academic Integrity**

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### **10.2 Assessment: Additional requirements**

#### **Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

### 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

### 10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

### 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane

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- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

### Appendix 1 Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1/1	The changing food industry: globally and in Australia	Workshop Digital content
1/2	Developing strategies in the food industry: challenges and opportunities	Workshop Digital content
2/3	Food supply chain development and management <ul style="list-style-type: none"> <li>• Designing and managing the food supply chain</li> </ul>	Workshop Digital content
2/4	<ul style="list-style-type: none"> <li>• Managing quality and logistics</li> <li>• Retailing</li> </ul>	Workshop Digital content
3/5		Workshop Digital content
3/6	Driving behavioural change <ul style="list-style-type: none"> <li>• Understanding food purchasing (consumer behaviour)</li> </ul>	Workshop Digital content
4/7	<ul style="list-style-type: none"> <li>• Understanding food purchasing (food research)</li> <li>• Branding and new product development</li> </ul>	Workshop Digital content
4/8		Workshop Digital content
5/9	Interrupting routine behaviour <ul style="list-style-type: none"> <li>• Integrated marketing communication</li> </ul>	Workshop Digital content
5/10	<ul style="list-style-type: none"> <li>• Point of sale strategies</li> </ul>	Workshop Digital content
6/11	Marketing strategy revisited	Workshop Digital content
6/12	Special topics in food marketing	Workshop Digital content

Please note that the course activities may be subject to variation.