University of Newcastle upon Tyne
School of Agriculture, Food and Rural Development
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AEF 311: FOOD MARKETING

MODULE GUIDE
Spring 2006

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CONTENTS

1. Introduction

The UK food and drink industry is the largest manufacturing sector in the UK, purchasing 70% of the country's agricultural produce. It plays a vital role in the country's economy: employing approximately half a million people and accounting for 15% of gross manufacturing output. In 2002 the annual turnover of food and drink manufacturers was £58.9 billion (Office for National Statistics, 2004). This module aims to explore the marketing of food products in the UK and to examine contemporary issues affecting the UK food and drink industry.

2. Module Organisation and Availability

Lecturer:	Matthew Gorton (Module Leader), Agriculture Building Room 216. Email: matthew.gorton@ncl.ac.uk
Lectures:	18 hours of lectures.
Tutorials:	2 x 1 hour tutorials

This module is compulsory for students registered on the BSc. (Hons.) Marketing with Food Marketing. It is an optional module for all other students. Students taking the module should have passed AEF 115 (Introduction to Marketing) or a similar foundation course in marketing.

Course materials are available at: http://www.staff.ncl.ac.uk/matthew.gorton/index.html or via Blackboard.

3. Objectives

By the end of this module student should be able to:
i). understand the desirability of a market orientation in the food industry;
ii). discuss the structure of food supply chains in the UK and Western Europe;
iii). discuss the key factors influencing the food purchasing behaviour of consumers;
iv). analyse contemporary food marketing issues relating to the food chain;
v). discuss marketing mix issues as they relate to food businesses;
vi). apply appropriate marketing theory to case study problems/issues.

4. Teaching and Learning Methods

Lectures
Formal lectures provide a theoretical framework for confronting contemporary issues in food marketing. These will be supplemented by presentations from guest speakers and in-class case studies that will provide students with practical illustrations relevant to the food industry.

Tutorials

Students will attend 2 x 1 hour tutorials in weeks 31 and 40. Tutorials will replace the lecture slots during these weeks. Tutorial attendance is compulsory and students will be assigned to tutorials. Non-attendance at tutorials will be treated as unsatisfactory academic progress. The tutorials are based on discussion questions relating to contemporary issues in food marketing. Students are expected to have prepared in advance for the tutorials.

5. Recommended Reading

There is no single text for this module. Instead reading lists will be provided for each lecture or topic under discussion. **Publications listed as *core reading* should be read.**

For a review of marketing concepts, students should refer to their Stage 1 lecture notes and textbook. For the first part of the course the following text, which for which there are multiple copies in the Robinson Library normal loan and Student Texts Collection (STC), is particularly useful:

Grunert, K.G., Baadsgaard, A., Larsen, H.H., Madsen, T.K. (1996) *Market Orientation in Food and Agriculture*, Kluwer Academic Publishers, Dordrecht.

On the reading list, articles that can be downloaded from the Robinson Library's electronic journal collection are marked with the symbol ®.

6. Assessment

Student progress is measured in two forms:
 (a) **33% continuous assessment (assessed essay);**
 (b) **67% unseen written examination.**

(a) Continuous assessment

Students should answer ONE of the following essays:

1. To what extent can Grunert's Total Food Quality (TFQ) Model aid food industry firms in devising appropriate marketing strategies?

2. How may a food manufacturer bring together sensory and consumer research to evaluate consumer responses to a new food product concept?

3. 'Brand extension is the best strategy for reducing the risks of new product development in the food industries.' Discuss.

4. "In spite of a large body of research, consensus has not been reached with regard to the importance of the effect of origin indication on consumer choice" (Verlegh

and Steenkamp, 1999). Explain the ways in which origin indication can influence consumer choice for food products, and critically assess the implications for marketing.

Answers must not exceed 2,000 words. All answers should be type-written according to the guidelines detailed on the course web-page. Essays should be accompanied by a bibliography with **references listed in Harvard style**. **<u>Answers should draw on the appropriate articles / book chapters detailed in the reading list</u>**.

The deadline for submitting essays is 11 am on **Friday 24th March**. Answers should be handed in at the General Office in the Agriculture Building (second floor, room 202) with an appropriate cover form. Essays that are submitted after the deadline, without prior permission from the module leader, will be penalised by 2% for each day the assignment is overdue. In accordance with faculty regulations continuous assessment submitted over five days late will be given a mark of zero. Requests for extensions must be accompanied by a written statement of the reason for the extension and accompanied by a doctor's note where applicable.

(b) Written Examination
The examination will last two hours and candidates must answer two out of five questions. Prior to the examination, a revision guide will be given to students to help them prepare for the examination.

7. Teaching Schedule

2 lectures per week, **except for the weeks when lectures are replaced by tutorials** (Weeks 32 and 41). Students will be notified as to which slot they should attend.

Week No / Commence	Lecture 1	Lecture 2
30/01 Week 28	Introduction to the Module	Market Orientation in the Food Industries
06/02 Week 29	Competition and Performance in the Food Industries	Consumer Food Choice
13/02 Week 30	Consumer Perceptions of Food Quality	Measuring Consumer Responses to Food
20/02 Week 31	Pricing (1)	Pricing (2)
27/02 Week 32	**Tutorial: Structure of Food Supply Chains**	**Tutorial: Structure of Food Supply Chains**
06/03 Week 33	Brand Equity in the Food Industries	Case Study: The Rise and Fall of Sunny Delight
13/03 Week 34	Brand Equity and New Product Development (NPD)	Case Study: Experiences of NPD at SK Foods
20/03 Week 35	Origin Indication in Food Products (1)	Origin Indication in Food Products (2)
24/04 Week 40	Supply Chain Management	Case Study on Beef Supply Chains in the UK
01/05 Week 41	**Tutorial: Dasani**	**Tutorial: Dasani**
08/05 Week 42	Conclusions to the Course and Examination Preparation	