

MODULE DESCRIPTOR

TITLE	International Food Marketing Planning
SI MODULE CODE	44-6955-00L
CREDITS	20
LEVEL	6
JACS CODE	N500
SUBJECT GROUP	Food Group
DEPARTMENT	Service Sector Management
MODULE LEADER	Craig Hirst

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		154	200

MODULE AIM

To apply previous and concurrent marketing, food, and management learning to the planning of international food marketing activities undertaken by players in the food chain who include food agri-business, ingredients manufacturers, branded and unbranded food processing companies, distributors, and retailers engaged in grocery and food service distribution.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Apply the principles of marketing to International Marketing Planning in the food industry;
2. Apply the principles of International Marketing Planning to specific food markets;
3. Analyse and solve marketing problems in the food industry;
4. Identify and evaluate marketing opportunities;
5. Evaluate and use a variety of appropriate research sources;
6. Communicate effectively in written and verbal presentation, adhering to academic principles and the conventions of standard English.

INDICATIVE CONTENT

- International Marketing Planning Process;
- International Marketing Audit & Planning Models;
- International Marketing Research & its Limitations;
- International Marketing Mix – Brand;
- The International Promotions Mix & Controls;
- The International Marketing Plan;

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The approach to teaching and learning on this module is varied. Students will partake in lecturettes to provide a framework around which they will be required to read. Lecturettes will be supported by seminars and workshops which will provide opportunity for debate and both tutor and student led discussion. Learner autonomy is integral to the teaching strategy in this module and students will be expected to undertake work and activities outside of class and between sessions.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Individual Report with Verbal Defence	CW	40%	2000	N
2	Individual Report	CW	60%	3000	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Students will receive written summative feedback on the assessment task within the expected 3 week period as specified through the university assessment policy. Formative feedback will be offered throughout the assessment period and will be embedded in the teaching schedule. While the nature of this feedback will be structured around a common framework designed around the specific elements and content that will constitute the tasks, students will be expected to direct and lead the discussion.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
McDonald, M. & Wilson, H. (2011) Marketing Plans: How to prepare them how to use them, 7 th Edition, Wiley, London
McDonald, M. & Dunbar, I. (2010) Marketing Segmentation: How to do it how to profit from it, 4 th Edition, Goodfellows, Oxford
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Journal of Marketing
European Journal of Marketing
Journal of Consumer Research
Journal of Marketing Management
International Journal of Retail & Distribution Management
British Food Journal
The Grocer
Retail Week
Broad Sheet Newspapers
International Journal of Retail & Distribution Management
The Grocer
Retail Week

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	09/2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	01/09/2013	30/04/2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
--	---

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
--	--

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
---	---

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
--	---------------

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	