

**The Hong Kong Polytechnic University**

**Subject Description Form**

<b>Subject Code</b>	FSN6504
<b>Subject Title</b>	Future Food and Marketing Strategies
<b>Credit Value</b>	3
<b>Level</b>	6
<b>Pre-requisite</b>	Nil
<b>Objectives</b>	This subject examines technological innovation's impact on new product development and marketing strategies. It is designed to cultivate students' knowledge and analytical skills on new-product markets and related positioning strategies using theoretical and empirical approach. Upon completion of this subject, students will be able to understand and evaluate various competitive forces that interact with firms' strategy-making processes.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a) Comprehend and assess the technological innovation's impact on new product development and marketing strategies</li> <li>b) Comprehend and assess the most recent advancements in a wide array of Strategic Marketing domains.</li> <li>c) Grasp fundamental theories and methodologies employed in Strategic Marketing research.</li> <li>d) Apply the theories and methodologies gleaned from academic literature in the field of strategic marketing to formulate a research topic that tackles real-world marketing challenges and develop a research blueprint for its investigation.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>• Future Food Sources and Technologies</li> <li>• Evolving Regulatory Environment and Ethical Marketing</li> <li>• Market-Driven Strategy and Market Orientation</li> <li>• Corporate Social Responsibility and Value Co-Creation in Marketing</li> <li>• Inter-organizational Relationships and Channel Governance in Marketing</li> <li>• Resources, Capabilities, and Firm Performance in Marketing</li> <li>• International Marketing and Cross-Cultural Effects</li> <li>• Service Marketing and Customer Participation</li> </ul>

**Teaching/Learning Methodology**

This subject will be taught by seminars. Readings from the academic literature form the basis of class seminars in which theories, methodologies and findings on selected topics will be thoroughly discussed. During each seminar, several articles will be evaluated. For each article, one student will provide a summary of the reading and another student will provide a critique of it. Both presenters of an article should prepare a short written summary of their presentation (around 1-2 pages), and distribute this to all class participants at the beginning of the presentation.

A wide range of research topics are selected and participants will try to deal with the following general questions in relation to the specific topic(s) under discussion:

- What do the research studies tell us about this marketing issue?
- To what extent do the studies represent ‘good’ research?
- What are the implications of the research?
- What are the research needs in this field?

**Assessment Methods in Alignment with Intended Learning Outcomes**

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
		a.	b.	c.	d.
<b>Continuous Assessment*</b>	<b>100%</b>				
1. Presentation	40%	✓	✓	✓	✓
2. Assignment	40%	✓	✓	✓	✓
3. Participation	20%	✓	✓	✓	✓
Total	100 %				

*\*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

**Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:**

Journal articles are assigned to course participants. They are required to critique these articles and write a review report. They also need to make presentations in class and exchange views regarding conceptual, methodological and technical issues.

	<p>To develop students' abilities to integrate what marketing theories they have learned in class, and more importantly, provide solutions to current marketing problems, they are required to work independently to develop a research proposal on a topic related to this course. In doing so, they need to make a presentation in class and prepare a written report to exchange their ideas on the research topic. As a result, examination is excluded in this subject as it cannot help test the critical thinking of the students in developing their research on the topic of Future Food and Marketing Strategies.</p> <p>Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	<ul style="list-style-type: none"> <li>▪ Lecture</li> </ul>	30 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> <li>▪ Self-study</li> </ul>	40 Hrs.
	<ul style="list-style-type: none"> <li>▪ Preparation for assignments / presentation</li> </ul>	50 Hrs.
	Total student study effort	120 Hrs.
<b>Reading List and References</b>	<ol style="list-style-type: none"> <li>1. Policies to protect children from the harmful impact of food marketing: WHO guideline [Internet]. (2023). Geneva: World Health Organization.</li> <li>2. Chihundu, R. (2018). Marketing food brands : private label versus manufacturer brands in the consumer goods industry. Palgrave Macmillan.</li> <li>3. The food and beverage market entry handbook: China : a practical guide to the market in China for European agri-food products. (2021). Luxembourg: Publications Office.</li> <li>4. Lipschultz, J. H. (2024). Social Media Communication: Concepts, Practices, Data, Law and Ethics (4th ed.). Routledge.</li> <li>5. Howaniec, H. (2023). Corporate Social Responsibility and Marketing Ethics: The Effects of Value-Based Marketing on Consumer Behaviour (1st ed.). Routledge.</li> <li>6. Gigauri, I., Palazzo, M., &amp; Ferri, M. A. (2023). Handbook of Research on Achieving Sustainable Development Goals with Sustainable Marketing (1st ed.). IGI Global.</li> <li>7. Hajili, N. (2015). Handbook of Research on Integrating Social Media into Strategic Marketing, UK: Newcastle University Business School</li> </ol> <p><u>Journals:</u>  <i>Future Foods</i>  <i>Food Quality and Preference</i></p>	

	<i>Journal of Food Products Marketing</i> <i>Appetite</i> <i>British Food Journal</i> <i>Critical Reviews in Food Science and Nutrition</i>
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