

RBSFOO01H Food (Culture) & Marketing

Course module	RBSFOO01H
Credits (ECTS)	2
Category	SG (Student-driven track)
Course type	Elective at hogeschool level
Language of instruction	English
Offered by	Hogeschoolbrede keuzevakken;
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Lecturer(s)	drs B.J. Jonkergouw R.C. Rittersma

Entry requirements:

2nd year & 3rd year students, working knowledge of English (minimal CEF B2)

Justification:

Food is a very hot topic which in our opinion should be addressed at our University. Recent scandals with food production set food firmly onto the agenda. The emergence of food-related TV programmes, movements, and political parties also clearly shows that food is a highly debated issue in modern society. It therefore offers a perfect topic that will help you to understand the world in which we actually live. It will be useful for students from various business courses (Finance, Logistics, CE etc.) but also from other HR-institutes, such as e.g. nursing and medical sciences (health aspects), art academy (food design), and sport studies (health aspects). The course will make you familiar with the main food-related topics, such as food taboos, food preferences, food frontiers, food marketing, food security, food safety etc.. It will also enable you to get into contact with students and staff from other institutes as well as with stakeholders from the food sector.

Goals:

Food industry is one of the best learning schools for the study of marketing. In other words, if you want to learn the marketing discipline in practice, food companies like Unilever, Nestlé, and Danone offer a highly instructive environment. But food also reveals us a lot about our behaviour and mindset and can therefore be useful for students from other disciplines as well. This elective will

- give you the opportunity to link food actively with marketing
- to explore the historical and cultural (international) dimensions of food
- enable you to read and understand the world through the glasses of food
- offer you an opportunity to meet stakeholders from the food sector

Content:

FOOD (CULTURE) & MARKETING: OVERVIEW OF WEEKLY TOPICS

WEEK 1 Food history and the social meaning of food
A global overview of the history of food and its meaning
in different social contexts

Distribution and Explanation of the assignment (see
week 9 and “toetsvorm”)

WEEK 2 Food & Culture and Food Culture

How are Food & Culture related one to another?

What makes up a food culture and what is its meaning
to society?

Differences in food culture per country/region (food
taboos, food preferences, food frontiers etc.)

Pointing out the difference between Food & Culture and
a Food Culture

WEEK 3 The relation and tension between food
production and food consumption

Describing the relation between food production and
food consumers

Discussing the tension between food producers and
food consumers

WEEK 4 Food Marketing

The marketing of food

Branding of food

The companies behind global food brands

Local vs global: a challenging paradox

WEEK 5 Guest Lecture by Dr Hielke van der Meulen on
the Marketing of Regional Specialty Products

Dr Hielke van der Meulen is Senior Lecturer Food

Studies at HAS Den Bosch & Chair Slowfood

Netherlands

WEEK 6 Excursion to www.reypenaercheese.com (How
does food marketing work in practice?)

WEEK 7 Food production and food security

Why food security became a topic

Challenges in food production and distribution

WEEK 8 The Future of Food – Food Trends

What are the main challenges we can expect in the
near future with regard to:

Food Production

Food Safety

Food and Health

Food Marketing

WEEK 9 EXAM

- Team presentation on the theme “Food Horizons in
Rotterdam” and submission of the reporttent:

Instructional modes:

The weekly lectures will have the following structure:

- 45 minutes presentations given by the (guest)
lecturer(s)
- 5 minutes break
- 20 minutes discussion of the lecture and of the
reading materials
- 30 minutes tutorial for the students (assistance with
their assignment)

Test mode:

Team or umbrella presentation on the theme “Food
Horizons in Rotterdam”.

Requirements:

- Each participant is supposed to contribute from her/his specific HR-course background to an umbrella presentation on the above mentioned theme
 - Each participant should speak at least 5 minutes and refer explicitly to the reading materials or topics which she/he learned during the course
 - Each individual presentation should be innovative in that it should propose a tailor-made solution for a (future) foodrelated issue in Rotterdam
 - Each individual presentation should be a logically fitting component within the umbrella presentation
 - The umbrella presentation containing all individual presentations should also be elaborated into a report that will be published (internet) and presented to stakeholders (Municipality of Rotterdam, Kenniscentra, Bureau Externe Betrekkingen etc.)
 - This final report should contain at least 8.000 words (approx. 20 pages full-text)
 - Each participant will be graded for both the individual (25%) and umbrella presentation (25%) resp. final report (50%)
- Honours Programme Specification (see also the more general explanation here below):
- The testing method of this course complies with the HP-requirements in that it
- has a strong collaborative component that should enable cross-fertilisation between different disciplines.
 - has a strong innovative and solution-driven component with a special focus on the Rotterdam-dimension. For that very reason the final report will be presented to stakeholders (Municipality of Rotterdam, Kenniscentra, Bureau Externe Betrekkingen etc.).
 - has a strong skills-oriented profile which implies that HP-students may expect specific feedback on their future role as excellent professional.

Literature:

Warren Belasco, Food: The key concepts (Bloomsbury Publishers 2008), 176 pages:

www.bloomsbury.com/uk/food-9781845206727/ [see also <http://www.amazon.com/Food-The-Concepts-Warren-Belasco/dp/1845206738>]

Students have to read one chapter per week and will be requested to prepare weekly one question based on their readings.

Remarks: This elective is recommended for students that plan to participate in Honours programmes of Rotterdam University (RBS AND other institutes/schools). Students who not intend to participate in the HP programme are welcome as well.

