

Mgmt*4030/ Food*4270
Food Product Development II
Winter 2020
0.5 Credits

General Course Information

Instructor:	Alessia Roma, Yuanfang Lin, Derek Vella
Email	aroma@uoguelph.ca , yuanfang@uoguelph.ca , dvella@uoguelph.ca
Office Location	FS119 (Roma), MINS213C (Lin), FS245 (Vella)
Office Hours	Tues 11:30-12:30pm (Roma), Thur 11-12pm (Lin), Wed 3 – 4:30pm (Vella)
Department/School	Department of Marketing and Consumer Studies Department of Food Sciences
Class Schedule:	Tuesday, Thursday 1pm – 2:20pm (Lecture – CRSC 116), 2:30pm – 5:20pm (Lab – FS129)
Pre-requisites:	MGMT*4020, minimum 70% cumulative average
Restrictions:	FOOD*4270. Students in BCOMM, BSC: FOOD and BSC: NANS majors. Instructor consent required

Course Description

This is an interdisciplinary food product development course that involves management, food science and human health and nutrition majors. This course requires interdisciplinary teams of students to develop new food products, services and business ventures for the agricultural and food industries. Processes include analyzing, planning, coordinating and implementing information required for the conception, promotion and distribution of new food products and marketing ideas designed to create and maintain beneficial exchanges between food and agricultural industries while meeting the expectations and demands of consumers and the economy.

Course Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

- 1) Integrate appropriate aspects of food science and business management theory to the development of new food products from conceptualization to commercialization.
- 2) Describe and apply consumer research theories in the development and the commercialization of new products.

- 3) Assess consumer, market and business information as a way to promote innovation in food product development.

Discipline/Professional and Transferable Skills:

- 4) Integrate knowledge gained through previous study in food chemistry, food processing, food microbiology and sensory evaluation in the development of a new food product.
- 5) Deliver a commercially viable food product that has safety, quality and value build in and that is competitive in the actual target market.

Attitudes and Values

- 6) Communicate effectively to a variety of stakeholder groups via both written and oral communications.
- 7) Identify and apply skills necessary to work in a team toward a common goal in a professional and academic manner.

Summary of Course Content and Materials

Class	Date	Topic	Assignments
1	Jan 7	Course Introduction	Group Activity: Strategic Planning
2	Jan 9	Lecture 1 – Ingredients; Review Strategic Plans	
3	Jan 14	Lecture 2 – Costing	Strategic Planning Assignment DUE
4	Jan 16	Lecture 3 – Consumer Testing	
5	Jan 21	Lecture 4 – Pricing	Costing Assignment DUE
6	Jan 23	Industry Advisor Meeting	
7	Jan 28	Lecture 5 - Consumer Testing Techniques: Experimental Design and Analysis	Teams pick the design and the writing methodology to be used
8	Jan 30	Consumer Testing Techniques Workshop	
9	Feb 4	Lecture 6 – Shelf life	
10	Feb 6	Lecture 7 – Guest Lecture (Bell Flavours)	Consumer testing plan DUE
11	Feb 11	Lecture 8 – Specification writing	
12	Feb 13	Lecture 9 – Practical data analysis for consumer testing	
13	Feb 18	Winter Break, NO CLASS	
14	Feb 20	Winter Break, NO CLASS	
15	Feb 25	Lecture 10 – Using Food Pro for making nutrition label	Guest Speaker: Patricia Aguilar
16	Feb 27	Analysis of consumer data workshop	Specification Writing Assignment DUE
17	Mar 3	Lecture 11 – Regulations and Labelling	

18	Mar 5	Lecture 12 – Marketing Strategies	
19	Mar 10	Lecture 13 – Marketing Tactics	Consumer Evaluation Final Report DUE
20	Mar 12	Lecture 14 – Marketing Assignment Workshop	
21	Mar 17	Lecture 15 – Ingredient Supplier Considerations	Guest Speaker: Sophia Walter (Powell May)
22	Mar 19	Lecture 16 – Branding	Guest Speaker: Laura Davis (Coca-Cola)
23	Mar 24	Showcase Planning	
24	Mar 26	Showcase Planning	Marketing Strategy DUE
25	Mar 31	Showcase Event (Cutten Club)	Personal Reflection DUE Apr 7

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	5%	Strategic Plan	LO4	<i>Week 2</i>
Assessment 2:	10%	Costing Assignment	LO1, LO5	<i>Week 3</i>
Assessment 3:	10%	Consumer Testing Proposal	LO4, LO5	<i>Week 5</i>
Assessment 4:	10%	Specification Writing	LO6	<i>Week 8</i>
Assessment 5:	10%	Consumer Evaluation Final Report	LO4, LO5	<i>Week 10</i>
Assessment 6:	15%	Marketing Strategy	LO1, LO2, LO5	<i>Week 12</i>
Assessment 7:	20%	Final Showcase	LO3, LO6, LO7	<i>Week 13</i>
Assessment 8:	15%	Personal Reflection	LO7	<i>Week 14</i>
Assessment 9:	5%	Class/Lab Participation	LO1, LO7	<i>Week 1 - 12</i>
Total	100%			

Teaching and Learning Practices

Lectures	<p>Part of weekly class meetings will be used to go over key concepts and techniques involved with new product development and business planning, and to discuss the application to the new food product development group project. Lecture contents include:</p> <ul style="list-style-type: none"> • Consumer testing • Experimental design & data analysis • Cost estimation & sales forecast • Marketing strategic planning • Product packaging and labelling • Business presentation
Industry Advisors	<p>There will be 5~6 guest lectures delivered by industry practitioners covering topics of new product development, launch planning, implementation and management. Student teams working on different new food product concept (decided from Mgmt4020/ Food 4260 in Fall 2019) will also have opportunities of meeting and consulting their project works with a panel of industry Advisors.</p>
Lab Work	<p>After generating the idea and concept of a new food product, students will be working in groups to conduct product formulation in food science labs in order to present a prototype to the panel of industry advisors for business pitch presentation.</p>

Course Resources

Required Text: This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). A comprehensive course handbook will be posted on course link which contains detailed guideline and submission deadline for all assignments. All announcements, required, and recommended readings, assignments and updates will be also posted on course link. Students should check the course website regularly throughout the semester.

Recommended Text:

Beckley, J. 2007. Accelerating new food product design and development. Ames, Iowa: IFT Press. .
 Crane, Kerin, Hartley and Rudelius, Marketing, 10th Canadian Edition, McGraw-Hill.
 Crawford, M. and DiBenedetto, A., New Products Management, 11th Edition, McGraw-Hill.
 Earle, M.D., Earle, R.L. and Anderson, A.M. 2001. Food product development. Boca Raton, FL: CRC Press.

Other Resources: N/A

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic

consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared

commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)


Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is April 3, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	Dec 9, 2019
Chair Signature (Approval):	
Date Approved by Chair:	