

## Syllabus – Elective Course

Course title:

**Product development through food process and marketing case study: the craft brewery scene in the North of France**

Credits:

6 ECTS credits

Teaching language:

English

Target students:

Undergraduate students from all study areas with an interest in Food Industry sectors from production to consumers. The course will cover both technical (how to produce) and business (how to sell) approaches.

Teachers in charge of the course:

Mathieu LACHEVER, Junia  
Julie CHRISTIAEN, Junia

### **COURSE PRESENTATION**

Prerequisite:

To take this course, the students should have a good university level and should normally have completed at least one semester at university. They must have some ability to work as a group and be able to communicate easily in English at a standard university level. In other respects, the course is intended to serve a mix of profiles and learning backgrounds for a more diverse international learning experience.

Students also need to have a scientific background (basics) including microbiology, biochemistry, Introduction to economics

CONTENT:

This course will provide students with an overview of Beer sector as an example of Food Industry sector.

Topics to be covered will normally include:

- Food chain actors, from field to basket
- Introduction to brewing process with focus on steps and ingredients roles.
- Introduction to beer sensory analysis

- Introduction to marketing including Marketing plan, Market analysis, Market players/components, SWOT diagnosis, Strategic choices, Marketing Policies

#### Learning Outcomes:

At the end of the course, the students should be able to:

- Describe the brewing process: steps and ingredients, and describe their roles
- Explain the basics microbiology and biochemistry reactions happening during brewing process
- Explain the basic of a beer recipe design
- Describe the main organoleptic characteristics of beer
- Identify stakeholders of a food sector
- Define and understand a market, its components and its environment
- Analyse a market and make recommendation
- Set up a marketing policy

#### **WORKLOAD**

*French contact hours = 60 minutes (in some countries/institutions, 1 contact hour = 45-50 minutes)*

<b>Form:</b>	<b>Number of hours</b>	<b>Comments</b>
Face-to-face, in-class, on-site learning	<b>39 hours</b>	
Approximate personal work / homework	16 hours	Beer design and oral defense presentation (teamwork)
Student total workload	55 hours	

#### **EDUCATIONAL METHODS**

Methods based on a learning-by-doing approach including: Lectures, discussion, practicals, presentations, testimonials, group work, guided visits, on-site education

#### **RESOURCES**

All course materials will be supplied in class. References may be made to the following resources:

- <http://lol.univ-catholille.fr/fr>

#### **ASSESSMENT**

<b>Form</b>	<b>Number</b>	<b>Comments</b>
<b>Continuous assessment</b> (30%)	1	[individual] Quizzes, case studies
<b>Final exam</b> (50%)	1	[group evaluation] Oral defense covering all aspects of course

<b>Others (student participation...) (20%)</b>	1	[individual] Attendance, participation, and contribution to group discussion
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*This syllabus is based on information available at the time of publication (December 2022). Changes may occur.*

*For updated information about course content, please contact us: [lilleprograms@univ-catholille.fr](mailto:lilleprograms@univ-catholille.fr)*