

## Food Packaging: Business, Economics and Society (I690017)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 4.0**

**Study time 120 h**

**Course offerings in academic year 2024-2025**

A (semester 1)

English

Kortrijk

**Lecturers in academic year 2024-2025**

Linclau, Cynthia

LA23

lecturer-in-charge

**Offered in the following programmes in 2024-2025**

[Postgraduate Certificate Food Packaging](#)

**crdts**

4

**offering**

A

[Postgraduate Certificate Sustainable Food Packaging Solutions](#)

4

A

**Teaching languages**

English

**Keywords**

Socio-economic context: perception of consumers, vision of stakeholders.

Project management

Packaging strategy

**Position of the course**

This course builds on the acquired knowledge from the course 'Food Packaging Materials, Machines and Conditions from a socio-economic perspective and gives students insight into how best put this into practice when developing a packaging strategy. The student learns to make choices towards a more sustainable packaging, and which tools to use to translate these choices into concrete actions and projects.

**Contents**

Socio-economic context:

- consumers and communication to consumers
- brand owners
- retailers
- packaging suppliers
- initiatives (like Ellen Mac Arthur foundation, ceflex, ubuntu, ...)
- Exercises: evaluation of current packaging in different food categories, from different brand owners/retailers.
  - o Analysis of the packaging used for the product
  - o Analysis of the packaging strategy of the company (How is this strategy communicated: website, packaging design, others, ...?)
  - o Analysis of competitors

Project management

- How to start up a packaging project within a company?
- Who needs to be part of the project group, who are stakeholders?
- What are the different stages, milestones within a packaging project?
- How are decisions made?

Group assignment:

Sustainable packaging strategy

- choose a company/ product

- analyse the packaging used on sustainability
- determine the packaging strategy (and how to communicate the strategy)
- present it to the group

### **Initial competences**

Competences obtained in the course unit 'Food Packaging Materials, Machines and Conditions'

### **Final competences**

- 1 *To have insights in the socio-economic context of food packaging systems.*
- 2 *To position a certain packaging within its socio-economic context*
- 3 *To develop the packaging strategy of a company considering the broad socio-economic context and requirements from sales, purchase, production, quality, marketing, sustainability and supply chain*
- 4 *To communicate on the packaging strategy professionally to involved stakeholders*
- 5 *To be introduced to project management theories and concepts*

### **Conditions for credit contract**

This course unit cannot be taken via a credit contract

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Group work, Lecture

### **Extra information on the teaching methods**

Lectures include guest lectures from procurement, marketing, retail, a supplier ... to cover the supply chain.

The lectures: plenary exercises cover the evaluation of current packaging in different food categories

The group work covers the aspects of a Packaging strategy: students have to develop a strategy and present it.

Guided self-study: Q&A meetings with lecturer to discuss the progression of the group work

### **Study material**

None

### **References**

Course project management

Seminars

<https://sustainablepackaging.org/>

### **Course content-related study coaching**

Before and after the lectures and exercises, the student can ask the teacher for additional information or explanation. The teacher can also be contacted by e-mail.

### **Assessment moments**

end-of-term and continuous assessment

### **Examination methods in case of periodic assessment during the first examination period**

Assignment

### **Examination methods in case of periodic assessment during the second examination period**

Assignment

### **Examination methods in case of permanent assessment**

Participation, Assignment

### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

### **Extra information on the examination methods**

The group work is evaluated via non period related evaluation:

- Participation includes active participation, contribution to the plenary discussion of the packaging strategy presentation.
- Reports: analysis of case studies, packaging strategy presentation.

### Calculation of the examination mark

- Assignment (60%) (report 60%, presentation 20%, Q&A 20%)

the evaluation of this course is part of an individual integrative assignment in which students have to integrate and apply knowledge and competences from all the different courses making up the specific elective track of the postgraduate certificate Food Packaging. The student (qualitatively) evaluates a food product-packaging concept. The product-packaging concept will be predetermined before the start of the lectures. The student should demonstrate s/he is able to apply the course in an interdisciplinary way, and explain the concept from a course specific perspective.

The product of the assignment is a report (including a self-reflection) which will be presented to a jury.

- Participation (20%) (active participation during group work activities)
- Packaging Strategy (20%) (report and presentation)

The student needs to participate in all assignments that are part of the evaluation (period aligned and non-period aligned). Students who eschew period aligned and/or non-period aligned

evaluations for this course unit, or when one obtains a score lower than 8/20 (not rounded up) on one of

both parts (period aligned or nonperiod aligned evaluation), they will fail for this course unit. In that case the end score is set to 9/20 even when the calculation indicates a point of 10/20 or more.