



DEPARTMENT OF ANIMAL SCIENCES

COURSE OUTLINE – FALL 2014

BK332: PRODUCT PROCESSING PACKAGING AND MARKETING – 1.5(2-2-1) 40 HOURS

INSTRUCTOR: Eric Stromgren

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OFFICE HOURS: As posted

PREREQUISITE(S)/COREQUISITE:

BK200

REQUIRED TEXT/RESOURCE MATERIALS:

TBA

CALENDAR DESCRIPTION:

A look at honey house design, processing methods, value-adding options, packaging, market trends for honey, options for selling honey and honey-related products.

CREDIT/CONTACT HOURS:

This course consists of 2 lecture hours, 2 seminar hours, and 1 lab hour per week for 8 weeks, for a total of 40 hours.

DELIVERY MODES:

The course work includes lectures, guest presentations, discussions, class participation, quizzes, and a final exam or project.

OBJECTIVES:

1. Increase awareness of honey as a global product
2. Awareness of honey house design and layout considerations
3. Knowledge of extracting and processing options
4. Explore options and strategies for adding value to honey and related products
5. Knowledge of honey grading regulations and marketing of honey

6. Awareness of how honey and honey-related products are packaged, marketed, and moved around the world.

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Class Participation	20%
Assignments	50%
Final Project	30%

STUDENT RESPONSIBILITIES:

- Students are expected to be on-time and present to complete this course. Requests to reschedule assignments or assessments will only be granted under extraordinary circumstances.
- Students must follow all safety guidelines and procedures.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at

<http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: all Academic and Administrative policies are available on the same page.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Schedule of topics to be announced in class

1. Definition of honey
2. Processing honey for sale
3. Options for marketing honey
4. Added Value Products