FOOD MARKETING MBA-MS-POST MASTERS PROGRAM

Stephen Porth, Interim Chair Food Marketing Department  
Terese W. Waldron, Director  
Kathleen Klarich, Marketing Development Manager  
Jeannine Kinney, Administrative Assistant

The Executive Master's in Food Marketing Program is rooted in a 50-year tradition of academic excellence in food marketing and is designed for leaders and professionals with strong backgrounds in the food industry and associated fields. Our unique program provides advanced academic and developmental experiences in strategic marketing and related business disciplines. Executive students together with a network of industry peers earn an M.B.A. or M.S. degree by attending either Friday/Saturday sessions in an executive conference center or online. Courses are led by world-class faculty and are often co-taught with industry experts. Course work encompasses both strategic and "hands on" experiences. Courses at the executive conference center are offered nearly every weekend. Several online courses are offered each semester. Executive students may take as few as or as many classes as fit their schedule, and matriculate at their own pace - in as little as two years or as long as six years, the maximum time limit.

Three Academic Tracks

Track 1: Master of Business Administration (M.B.A.) in Food Marketing.

This program provides a strong generalist business curriculum with a comprehensive concentration in food marketing. Students will acquire knowledge of food marketing strategy, including developing strategic and tactical plans, marketing research, data analysis, market segmentation, positioning, product/pricing/distribution decision-making, and communications.

Students earn their Master of Business Administration in Food Marketing degree upon successfully completing 24 courses and earning 48 (foundation courses may be waived upon review of academic transcripts).

Track 2: Master of Science (M.S.) in Food Marketing

The program is perfect for the student not interested in traditional MBA courses; one who prefers to focus on the unique challenges of the food industry itself. The program offers courses focused on specific industry topics. They are not linked in any sequential manner, and it is not necessary for students to attend courses in a structured sequence. Participants earn a Master of Science degree in Food Marketing after successfully completing 18 courses and earning 36 credits (including one foundation course which may be waived upon review of academic transcripts).

Track 3: Post-Master's Certificate in Food Marketing

This program provides those individuals with a general Master's, M.B.A or other post-graduate degree the opportunity to augment their knowledge of the food industry through the completion of post-graduate course work that focuses specifically on topical, industry-related issues. Participants will earn a Post-Master's Certificate in Food Marketing upon successfully completing 6 courses and earning 12 credits.

Mission Statement

The mission of Saint Joseph's Executive Master's in Food Marketing Program is to develop current and future leaders by providing industry programs for all segments of the food industry, delivering these programs to the life-long student in a flexible and convenient format within state-of-the-art environments.

Location and Time of Executive Center Courses

Courses with live instruction are offered at The Chubb Hotel and Conference Center, Lafayette Hill, PA (15 minutes from Main Campus) on Friday and Saturday. Classes generally begin at 8:30 a.m. and continue until 5:00 p.m. each day. Virtual instruction occurs at various times. Periodically classes will be held on the SJU campus.

Online Courses

Online courses cover a one month period, and include a live, once-a-week, online, live, evening class session. Online students are required to take three courses at the ACE Executive Conference Center in the Philadelphia area as part of their degree requirements. All students are invited to mix both live and online classes in a way that best fits their own work and home schedules.

Admissions Requirements and Procedures

Students are admitted through a rolling admission process.

Executive M.B.A. and Master of Science in Food Marketing Program

Students applying for admission must have a baccalaureate degree from an accredited college or university and four years of industry experience. Applicants must submit the following:

1. a completed application form  
2. official transcripts of all course work from each undergraduate and graduate school attended  
3. two letters of recommendation  
4. a resume  
5. two business writing samples  
6. a structured personal interview or GMAT or GRE

Foreign applicants

International applicants are no longer required to submit a credentials evaluation—transcript evaluations will be performed by Admissions staff. However, applicants already possessing a course by-course evaluation of their transcripts are encouraged to submit this in place of original transcripts. For those who do not possess a course-by-course evaluation, an official record of all college and university academic studies and results of state and/or national examinations taken are required. Academic records must include the name of each individual course, the grade earned, and the grading scale used. Documents must be submitted in one's native language with an official English translation. The Graduate Operations Office performs all international credential evaluations. Foreign documents, credentials and transcripts must be official (sealed and sent directly from the institution). Only originals or photocopies officially stamped and attested by a school official (Registrar, Principle, or Controller of Examinations) are accepted. Faxes, scanned or notarized copies or copies attested by a department head cannot be accepted.
as official. All credentials submitted to the Graduate Operations Office become property of the University and cannot be returned.

Foreign applicants whose native language is not English are required to take the Test of English as a Foreign Language (TOEFL). Arrangements should be made by writing directly to:

TOEFL
Box 6151
Princeton, NJ, U.S.A., 08541-6151

Students already in the Philadelphia area who do not have a TOEFL score may be admitted following satisfactory performance on the English test administered at the ELS Center on the Saint Joseph's University campus. A minimum score of 550, internet based TOEFL 80, or 213 on computerized test on the TOEFL is required to take any courses in the M.B.A. Program. An official IELTS score of 6.5 or an official PTE score of 60 is also acceptable. Qualified students who complete Level 112 at the ELS Language Center and receive a strong, positive letter of recommendation from the Center can begin their MBA studies without the official TOEFL score. Foreign applicants seeking an F-1 student visa must also supply a statement of financial support.

Admission to Post-Master's Certificate in Food Marketing Program

Students applying for admission to the Post-Master's Certificate in Food Marketing program must have a Master’s or M.B.A. degree from an accredited college or university and a strong record of business experience. Admissions criteria are as follows:

- a completed application form
- official Master’s/M.B.A. transcripts
- a resume

Tuition and Fees

All students enrolled in courses are charged on a per course basis. All charges are due and payable based on the due date specified on the invoice. Students can view invoices through their account in The Nest. It is the students’ responsibility to maintain their accounts in a current status.

Students who are financially delinquent will forfeit the privilege of attending classes, and the University has the right to withhold grades, transcripts, and diploma until such indebtedness is paid. Students who fall in arrears on one course will be denied admission to future classes until settlement of accounts is completed.

Fees are paid by check or they may be charged to Visa, MasterCard, or American Express. Students have the option of paying directly on the web via The Nest. The following fees are in effect or the academic year 2015-2016:

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Per two-day ACE course (2.0 credits)</td>
<td>TBD</td>
</tr>
<tr>
<td>Per online course (2.0 credits)</td>
<td>$2,698</td>
</tr>
<tr>
<td>Application fee</td>
<td>no charge</td>
</tr>
<tr>
<td>Transcript free (per copy)</td>
<td>$10</td>
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Admissions Committee

The recommendation for accepting applicants into the program will be made by the Admissions Committee after they have reviewed completed applications. The Admissions Committee is composed of representatives of faculty members from each of the departments contributing to the program.

Academic Dismissal

To graduate, students must fulfill all credit hour requirements for the (M.S. or M.B.A) degree and possess a minimum GPA of 3.0 for all courses. Additionally, students must have no more than 6 credit hours of C grades and no F grade outstanding to be certified for graduation. To have no F grade outstanding, the student must repeat the course in which the F grade was received and achieve a grade of B or higher.

The grading system in effect at Saint Joseph's University will apply to courses in the Executive Master's in Food Marketing Program. Per University guidelines for graduate study, students enrolled in the Executive Master's in Food Marketing Program who receive a grade of C for 3 credit hours will receive a warning letter. Students who receive an F grade for 3 credit hours or a C grade for 6 credit hours will be placed on academic probation and will be notified in writing by the Program Director. Students who receive an F grade for 6 credit hours or a grade of C or below for 9 credit hours will be dismissed from the program.

Inquiries:

Master’s in Food Marketing Program
387 Mandeville Hall
Saint Joseph's University
5600 City Avenue
Philadelphia, PA 19131-1395
http://www.sju.edu/academics/hsb/grad/efm/index.html

Therese Waldron, Director
(610) 660-3150
twaldron@sju.edu

Kathleen Klarich, Market Development Manager
(610) 660-3155
Students will develop an appreciation for and ability to apply Ignatian values - an insistence upon ethical decision making and a desire for social justice – to business decisions.

Global/Diversity: Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment. A fuller understanding of and respect for diversity in the population and in organizations related to differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientation.

Program Specific Objective 1: Students will acquire knowledge of the food industry: the macro environment in which the industry operates; industry structure; industry functions; and operations. Students will acquire knowledge of the supply chain for both retail as well as the food service sectors of the food industry.

Program Specific Objective 2: Students will acquire knowledge of food marketing strategy including: developing strategic and tactical plans; marketing research and data analysis; segmentation and positioning; and the marketing mix: product decisions, pricing decisions, distribution decisions, and communications decisions.

Curriculum for the M.B.A. in Food Marketing

The Master of Business Administration degree in Food Marketing requires successful completion within six (6) years of 24 courses and a minimum GPA of 3.0. Courses are distributed as follows:

Code | Title | Hours
--- | --- | ---
ACC 510 | Accounting Foundation | 2
DSS 592 | Business Statistics | 2
FIN 501 | Economics Foundation | 2
FIN 504 | Finance Foundation | 2
MGT 520 | Empowering Individuals & Grps | 2
MKT 530 | | 2

Core Courses

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 560</td>
<td>Managerial Accounting</td>
<td>2</td>
</tr>
<tr>
<td>BUS 582</td>
<td>Business Ethics</td>
<td>2</td>
</tr>
<tr>
<td>DSS 594</td>
<td>Data Analytics</td>
<td>2</td>
</tr>
<tr>
<td>DSS 593</td>
<td>Sales Forecasting</td>
<td>2</td>
</tr>
<tr>
<td>FIN 551</td>
<td>Managerial Finance</td>
<td>2</td>
</tr>
<tr>
<td>MGT 581</td>
<td>Leadership &amp; Development</td>
<td>2</td>
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Food Marketing Specialization Courses

Select eleven of the following and Capstone:

- FMK 711 Food Marketing Management
- FMK 713 Food Mktg Strategy:Warfare App
- FMK 714 Strategy & Tactic:Food Pricing
- FMK 717 Ethnic Marketing
- FMK 719 Private Label Sales: Mkt Strat
- FMK 720 Mkt Segmentation/Target Mktg
- FMK 722 Food Marketing Research
- FMK 725 Food Consumer Behavior
- FMK 726 Innovation/New Product Develop
- FMK 727 Legal Issues in FMK
- FMK 731 Food Advertising
- FMK 732 Make Consumer Promo Effective
- FMK 742 Inter'l Mktg:Emerging Markets
- FMK 751 Supply Chain Management
- FMK 753 Food Retail Marketing
- FMK 754 Food Retailing Tour (Int'l Ex)
- FMK 762 Food Policy, Health & Wellness
Curriculum for the Master of Science in Food Marketing

The Master of Science degree in Food Marketing requires successful completion within six (6) years of 18 courses (36 credits) including 17 Food Marketing Specialization courses from the MBA curriculum list. Unless waived per undergraduate transcripts, students will be required to complete FIN 501 as well. Minimum GPA of 3.0 required for degree.