FOOD MARKETING MAJOR

Learning Goals and Objectives

Possibly the most popular undergraduate program at Saint Joseph’s, the food marketing major provides Haub School of Business (HSB) students with an in-depth study of major manufacturers, supply chains, marketing, sales and more. Graduates of food marketing move on to job placements with major companies including Johnson & Johnson, Hormel, M&M Mars, E & J Gallo, Hershey, Kellogg’s, Bayer-Merck Consumer Care, Wegmans, Wawa, Whole Foods, Giant/Stop N Shop, Shop Rite, Target, General Mills, and Wal-Mart and Nestlé, as well as supply companies and advertising and consulting agencies. The opportunity to complete a minor in Food Marketing is also available to students who are majoring in another discipline.

A unique aspect of the Food Marketing Department is that many of the faculty have worked full time in the food industry and have practical, first-hand experience in the field in which they teach. Students learn about important issues from faculty who inform and influence the industry and public policy sectors about them. In addition, food marketing students have the advantage of strong ties to the food industry for job opportunities after they graduate and are able to take advantage of state-of-the-art facilities to get them there. For example, the major’s own specialty library, the Campbell Collection in the Post Learning Commons, is one of the largest repositories of food industry information in the world. Students also have access to proprietary databases like Mintel, Planet Retail, & Nielsen.

Food marketing majors not only utilize the opportunities of their education at Saint Joseph’s but are also granted opportunities to travel to major food conferences. These conferences include the Food Marketing Institute in Chicago, National Grocers Association in Las Vegas, Private Label Manufacturers Association in Chicago, the Produce Marketing Association meeting in different cities every year, International Dairy Deli Bakery (IDDBA) show in New Orleans, and many others. They can also choose to use their classroom skills in SJU’s backyard by diving into service-learning opportunities in the city of Philadelphia.

Job opportunities are also available to students through the increasingly popular four- or five-year co-op program. Based off the most recent survey (2017), the average starting salary for a Food Marketing major is $52,471 with an average bonus of $3,000. Food Marketing has a 99% placement rate for graduates.

Due to the implementation of the new General Education Program, there are currently two programs of study for the Food Marketing major:

The traditional undergraduate programs include 40 courses distributed across three components: A General Education component divided into Signature Courses, Variable Courses, and an Integrative Learning requirement; a Major and Divisional component; and Free Electives. In addition to course requirements as specified in each area, students must complete one certified course in each of the following overlay areas:

1. Diversity, Globalization or Non-western Area Studies,
2. Ethics Intensive, and
3. Writing Intensive. Overlay requirements are part of the forty-course requirement.

General Education Signature Courses
See this page about Signature courses (https://academiccatalog.sju.edu/curricula/#signature). Six courses

General Education Variable Courses
See this page about Variable courses (https://academiccatalog.sju.edu/curricula/#variable). Six to Nine courses

General Education Overlays
See this page about Overlays (https://academiccatalog.sju.edu/curricula/#overlay).

General Education Integrative Learning Component
See this page about Integrative Learning Component (https://academiccatalog.sju.edu/curricula/#integrative-learning). Three courses:

Free Electives
Six courses

Business Foundation
Ten courses, including:

For a total of 30 hours.

Major Concentration
Six courses

For a total of 32 hours.
### Food Marketing Major

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>FMK 303</td>
<td>Food Marketing Communication</td>
<td>3</td>
</tr>
<tr>
<td>FMK 401</td>
<td>Food Marketing Strategy</td>
<td>3</td>
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</tbody>
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#### Upper Division

Any FMK course not included in the major core above

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For students who entered SJU in the fall of 2015 or later, or transfer students who entered SJU in the fall of 2015 with 14 or fewer credits, the Major core requirements have been changed to six required courses:

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<thead>
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<tr>
<td>FMK 202</td>
<td>Overview of the Globl Food Ind</td>
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<tr>
<td>FMK 301</td>
<td>Food Marketing Research</td>
<td>3</td>
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<tr>
<td>FMK 302</td>
<td>Undrstndg Food Cust &amp; Consumrs</td>
<td>3</td>
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<tr>
<td>FMK 303</td>
<td>Food Marketing Communication</td>
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<td>FMK 318</td>
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