FOOD MARKETING MBA

John Stanton, Ph.D., Chair Food Marketing Department

The 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 and beverage industries and associated fields. Our unique program provides advanced academic and developmental experiences in strategic marketing and related business disciplines. Students together with a network of industry peers earn an M.B.A. or M.S. degree by attending either Friday/Saturday sessions on the SJU campus or weekly online sessions. Courses are led by world-class faculty and are often co-taught with industry experts. Course work encompasses both strategic and "hands on" experiences. Onground courses are offered nearly every weekend. Several online courses are offered each semester. Students may take as few or as many classes as fit their schedule, and matriculate at their own pace — as little as two years or as long as six years, the maximum time limit.

Mission Statement

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

Location and Time of Onground Courses

Courses with live instruction are offered on the Saint Joseph's University 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 as listed by faculty in their syllabi.

Online Courses

Online courses that are 3.0 credits cover an 8-week period and include a live, once-a-week online, evening class session.

The only course in the curriculum not normally offered online is our Capstone course. This is a three-day (Thursday, Friday, Saturday) course that students take near the end of the MBA program. This course will be held at SJU or at an off-campus conference center. All students are invited to mix both live and online classes, creating a hybrid and offering the ultimate in flexibility.

Learning Goals and Objectives

Leadership: Students will gain an understanding of concepts, theories, and practices of effective leadership.

Stakeholder Value/Functional: Students will demonstrate understanding of the concept of value creation, measurement, and the role of the different business functional areas as they apply to company stakeholders.

Problem Solving/Critical Thinking: To develop critical thinking skills, that is, the process of conceptualizing, applying, analyzing, synthesizing, and/or evaluating information as the basis for solving problems and making decisions.

Interpersonal/Communication skills: Students will demonstrate the ability to correspond effectively and persuasively in a business format and present to both individuals and groups clearly and persuasively.

Ignatian Values: 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: Students will acquire knowledge of food and beverage 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.

Graduate — Food Marketing — MS Program Learning Goals and Objectives

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Program Specific Objective 1: Students will acquire knowledge of the food and beverage 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 and beverage industry.

Program Specific Objective 2: Students will acquire knowledge of food and beverage 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 12 courses with a minimum GPA of 3.0. Students take four general business core courses (12 credits)
and eight industry-focused courses (24 credits) for a total of 36 credits. Students may be required to take up to five business competency modules to prepare for the core courses.

**Foundation Modules - Business Competency Requirements**

The Foundation courses are designed to ensure that all students in the program have the common body of knowledge necessary for advanced study in business. They are non credit competency modules developed by the department to develop the skills needed. Some may be waived based on undergraduate coursework.

They will be completely online, self-paced and can be worked on at any time. A “live” session is not required.

The following Foundation modules are required:

- **Statistics** - Required for all students
- **Business Intelligence & Analytics**
- **Management**
- **Economics**
- **Accounting**

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<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ACC 550</td>
<td>Creat &amp; Meas Shareholder Value</td>
<td>3</td>
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<tr>
<td>DSS 610</td>
<td>Business Analytics</td>
<td>3</td>
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<tr>
<td>FIN 550</td>
<td>Shareholder Value Management</td>
<td>3</td>
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<tr>
<td>MGT 550</td>
<td>Leadership and Ethics</td>
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**Food Marketing Specialization Courses**

**Required Courses**

- FMK 713 Food & Beverage Mktg Strategy
- FMK 722 Food & Beverage Mktg Research
- FMK 795 Capstone

**Elective Courses**

Select five of the following courses

- FMK 711 Ovrvw&Mgmt: Food&Beverage Ind
- FMK 714 Food & Beverage Mktg Analytics
- FMK 725 Food & Beverage Consmr Insight
- FMK 726 Innovation & New Product Dev
- FMK 732 Commun in Food & Beverage Mktg
- FMK 742 Multicul&Int Food&Beverage Mkt
- FMK 753 Food & Beverage Retail Mktg
- FMK 762 Food & Beverage Policy
- FMK 772 Foodservice Mktg Management
- FMK 781 Indep Study: Food & Bev Mktg
- FMK 783 Food & Beverage Mktg Digl Stra
- FMK 784 Food & Beverage Indry Summit
- FMK 785 ST: Food & Beverage Mktg