

FOOD MARKETING M.S.

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 - in 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 life-long 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

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

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.

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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 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 Master of Science in Food Marketing

The Master of Science degree in Food Marketing requires successful completion within six (6) years of 10 food industry-focused courses (30 credits). Students can choose any 10 of the Food Marketing

Specialization courses listed in the Food Marketing MBA curriculum.
Minimum GPA of 3.0 required for degree.

Code	Title	Hours
Food Marketing Specialization Courses		30
FMK 722	Food & Beverage Mktg Research	
FMK 713	Food & Beverage Mktg Strategy	
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	
FMK 795	Capstone	
Total Hours		30