Food Marketing Minor

Learning Goals and Objectives

The Food Marketing program in the Department of Food Marketing in the Haub School of Business is the only wholly industry-supported academic program of its kind in the United States and just one of six nationally recognized programs related to the food industry. The Department is supported by the Academy of Food Marketing, which was established by Saint Joseph’s University in cooperation with the food industry in 1962.

Strong industry ties have been developed which support placement of graduating seniors, recruiting of incoming freshmen, advising of students, program promotion, and scholarship support. The Business Library/Campbell Collection in Food Marketing, located in Mandeville Hall, represents one of the most valued resources of the department. The mission of the Library is to support the Food Marketing Department faculty and its enrolled students by being one of the largest depositories of food industry information in the East.

The Food Marketing program prepares a student for a career in the food industry along one of several potential career paths. Food Marketing students pursue careers in food retailing management, food service marketing, sales and sales management, advertising, research, and brand management.

The primary purpose of the food marketing program is the development of young men and women with a broad national and international outlook for careers as executives, competent not only in the complex specialization of the food industry but also cognizant of its many humanistic and social responsibilities. Consequently, the curriculum aims to give its students both a solid grounding in the liberal arts as well as professional competence in this field. The liberal arts aspects of the Department’s curriculum are the same as for all majors. The specialized courses will deal with all facets of food marketing:

- manufacturing,
- procurement,
- advertising,
- research, and
- distribution.

The Minor in FOOD MARKETING (FMK) consists of six courses – four required courses and two elective courses as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FMK 202</td>
<td>Overview of the Globl Food Ind</td>
<td>3</td>
</tr>
<tr>
<td>FMK 301</td>
<td>Food Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>FMK 302</td>
<td>Undrstndg Food Cust &amp; Consumrs</td>
<td>3</td>
</tr>
<tr>
<td>FMK 303</td>
<td>Food Marketing Communication</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Select two FMK elective courses</td>
<td>6</td>
</tr>
</tbody>
</table>

These two electives must be 300- or 400-level FMK courses. One elective may be a non-FMK food related course specific to the student’s area of interest with the department Chair’s approval.