

FOOD AND BEVERAGE BUSINESS DEVELOPMENT MINOR

The Food and Beverage Business Development Minor is designed to equip students with a competitive edge in one of the fastest-evolving sectors of the economy. Whether pursuing careers in sales, brand management, or innovation, students—both within and outside the Food Marketing major—frequently step into roles that require deep industry insight and strategic thinking.

This program addresses those needs by offering a curated path through existing courses that focus on growing food and beverage businesses. Students will gain hands-on understanding of how to bring new products to market, navigate the structure and trends of the global food industry, and build effective sales strategies. The program emphasizes both internal business growth (through innovation and product development) and external growth (through sales and channel strategy), giving students a 360-degree perspective that's highly valued by employers.

Requirements

Code	Title	Hours
FMK 202	Overview of the Global Food Ind	3
FMK 312	New Product Development	3
Choose one:		3
FMK 316	Selling Skills & Decision Making	
FMK 317	Sales Mgt for CPG & Foodserv	
Choose three electives		9
Total Hours		18