

FOOD MARKETING MBA

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.

Learning Goals and Outcomes

Goal 1: Students will gain an understanding of concepts, theories, and practices of effective leadership.

Goal 2: To develop critical thinking skills, that is, the process of conceptualizing, applying, analyzing, synthesizing, and/or evaluating information.

Outcome 2.1: Utilize skills as basis for solving problems and making decisions.

Goal 3: Develop interpersonal and communication skills.

Outcome 3.1: Students will demonstrate the ability to correspond effectively and persuasively in a business format and present to both individuals and groups clearly and persuasively.

Goal 4: 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.

Goal 5: Develop global/diverse perspective. 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.

Goal 6: 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.

Goal 7: 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.

Requirements

The Master of Business Administration degree in Food Marketing requires successful completion 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
- Marketing

Degree Requirements

Code	Title	Hours
ACC 550	Creat & Meas Shareholder Value	3
DSS 610	Business Analytics	3
FIN 550	Shareholder Value Management	3
MGT 550	Leadership and Ethics	3

Food Marketing Specialization Courses:

FMK 713	Food & Beverage Mktg Strategy	3
FMK 722	Food & Beverage Mktg Research	3
or FMK 728	Qualitative Techniques	
or FMK 729	Quantitative Techniques	
FMK 795	Capstone	3

Electives, choose 5 courses from any course offered by the FMK department including:

FMK 711	Ovrw&Mgmt: Food&Beverage Ind
FMK 714	Food & Beverage Mktg Analytics
FMK 724	Revenue Growth Management
FMK 725	Food & Beverage Consmr Insight
FMK 726	Innovation & New Product Dev
FMK 728	Qualitative Techniques
FMK 729	Quantitative Techniques
FMK 732	Consumer Advertising & Promo.
FMK 734	Trade Promotion & Optimization
FMK 742	Multicul&Int Food&Beverage Mkt
FMK 743	International Marketing
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 710	Introduction to Agribusiness
FMK 712	Overview Hospitality Industry

FMK 730	Cust Serv Excell Hospitality
Total Hours	36