

FOOD MARKETING MINOR FOR NON-BUSINESS MAJORS

Code	Title	Hours
FMK 202	Overview of the Globl Food Ind	3
FMK 301	Food Marketing Research	3
FMK 302	Undrstndg Food Cust & Consumrs	3
FMK 303	Food Marketing Communication	3
Choose two from: Any FMK undergraduate course excluding FMK 401 Food Marketing Strategy.		6
FMK 310	Brand Strategy	
FMK 312	New Product Development	
FMK 313	Food Distribution & Logistics	
FMK 314	International Food Marketing	
FMK 315	Globalization and Food Policy	
FMK 316	Selling Skills & Decisn Making	
FMK 317	Sales Mgt for CPG & Foodserv	
FMK 318	Retail Food Market Management	
FMK 320	Foodservice Marketing	
FMK 330	Interntnl Food Mktg Study Tour	
FMK 331	On Site Food Service	
FMK 332	Commercial Food Service	
FMK 333	Foodserv Manufactg & Distribtn	
FMK 351	Food and the Poor	
FMK 402	Future Issues in Food Mktg	
FMK 403	Independent Study Food Mktg	
Total Hours		18