FOOD MARKETING (FMK)

FMK 150 Expl Hist Cult & Future:Eating (3 credits)
This First Year Seminar course covers the importance of food to the development of civilization. The first half of the course will be devoted to the history of food, eating and its relationship to culture, from the prehistoric hunter-gatherers to the modern day fascination with all things culinary. The second half of the course will be devoted to understanding the modern food system within the developed world with particular emphasis on the thorny issues that are currently being debated: organics, buy local, genetic modification, sustainability, obesity, hunger and other topics of interest.
Attributes: First-Year Seminar, Undergraduate

FMK 202 Overview of the Globl Food Ind (3 credits)
In addition to principles of marketing, this is the foundation course for food marketing majors. The objective of the course is to familiarize students with the global food industry at all levels and in all segments. Basics of agricultural production and economics, food distribution, wholesaling and retailing, both on the retail and foodservice sides of the business, will be covered. We will also cover the critical issues impacting the industry including the decline of food at home, the growth of foodservice and the food-away-from-home market, the impact of consolidation, increasing concentration and globalization on the industry’s structure, conduct and performance.
Attributes: Undergraduate

FMK 301 Food Marketing Research (3 credits)
The food industry and the companies that make up the industry are all driven by information. This course will focus on the sources and applications of the information used to make food marketing decisions. The traditional marketing research process will be covered. Applications such as attitude research, product testing and advertising testing will be highlighted. In addition, there will be a great deal of emphasis on the methodology and application of syndicated data such as panel data, scan data, and other information products, such as geodemographic segmentation data. Prerequisite: DSS 210.
Prerequisites: DSS 210 and FMK 202 and FMK 318
Attributes: Undergraduate

FMK 302 Undrstndg Food Cust & Consumrs (3 credits)
This course will combine traditional consumer and buyer behavior theory and methods with a focus on the food industry to help students understand and predict how both household and food supply chain buyers will react to marketing and other stimuli. Concepts such as perceptions, attitudes, and individual and group behavior will be covered, with a specific focus on issues related to the marketing of products to consumers via the global food industry.
Prerequisites: FMK 202 or MKT 201
Attributes: Undergraduate

FMK 303 Food Marketing Communication (3 credits)
Discussion of the strategy and tactical tools and techniques required to create and execute an integrated marketing communications program in the food industry. We will cover the issues and elements of advertising, sales promotion, and personal selling strategies, with primary emphasis on the advertising function. Targeting, the creative process, media options, budgeting, and evaluation of advertising will be highlighted.
Prerequisites: FMK 202 or MKT 201
Attributes: Undergraduate

FMK 310 Brand Strategy (3 credits)
This course addresses the brand management challenge of designing and implementing the best combination of marketing variables to cant’ out a food company’s strategy in its target markets. This course presents an integrative, dynamic view of competitive brand strategy applicable to supplier, manufacturer, distributor and retailer levels in the supply chain. It focuses on understanding, developing and evaluating brand strategies that yield a distinctive competitive advantage based on customer, and competitor analysis will be presented and applied in various situations throughout the course. Topics include strategies for pioneering brands, strategies for late entry, growth strategies, strategies for mature and declining markets, and defensive marketing strategies.
Prerequisites: MKT 1011 or MKT 1015 or MKT 201
Attributes: Undergraduate

FMK 311 Food Retailing (3 credits)
Today’s food retailer faces a series of unique challenges that may be different than any other challenges that she/he have faced. This course looks at the fundamentals of food retailing together with their application(s) to the structural changes taking place in the food retailing landscape. A critical part of this course will be student teams working on a “Challenge” project with TARGET STORES on a problem/situation that TARGET STORES is facing. Cash prizes will be awarded to teams presenting the most unique and actionable solution to TARGET STORES problem/situation
Prerequisites: (MKT 1011 or MKT 1015) or MKT 201
Attributes: Undergraduate

FMK 312 New Product Development (3 credits)
This course covers the processes and issues involved in conceiving, developing and launching new food and allied products into the retail market for both consumer and foodservice products. Topics covered include new product strategies and approaches, organizational structures, steps in the process, new product research, and creating programs to support product introduction. The course includes a semester-long project whereby student teams will research a product category, create a new product concept, and develop and present a launch program.
Prerequisites: MKT 201 or MKT 211
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Food Marketing Co-Op or Food Marketing.
Attributes: Undergraduate

FMK 313 Food Distribution & Logistics (3 credits)
This course emphasizes the efficient movement of food products from the farm to the table. This course will include discussion of the characteristics of supply chains, the concepts of efficiency in logistics, demand and inventory management and flow, transportation system management, network design and control, and performance measures and pricing decisions. All of these topics will be covered from both global and domestic and retail and foodservice perspectives.
Prerequisites: MKT 201 or MKT 211
Attributes: Undergraduate

FMK 314 International Food Marketing (3 credits)
The concepts, methods and challenges of firms doing business in international markets are discussed. Specific economic, political, legal, cultural and competitive risks are examined. The focus will be on the operation of food suppliers, manufacturers, distributors, and retailers and foodservice operators in the international marketplace. Attention focuses on the need to adapt to diverse business conditions and geographic markets.
Prerequisites: FMK 202 or MKT 201
Attributes: Undergraduate
FMK 315 Globalization and Food Policy (3 credits)
An examination of the global trade environment for agriculture and foodstuffs and an introduction to the numerous policy agencies overseeing food trade and food policy, such as the WTO, UN, FAO, WHO, Codex Alimentaries, EU and other governmental bodies. Attention will focus on global issues impacting the economics of the food industry including biotech crops, health claims, obesity, food bioterrorism, novel ingredients, environmental policies, corporate consolidation, food advertising, hunger, and infectious diseases such as Mad Cow and Hoof and Mouth. The course will qualify towards Faith/Justice certificate/ minor fulfillment.
Prerequisites: MKT 1011 or MKT 1015 or MKT 201
Attributes: Undergraduate

FMK 316 Selling Skills & Decision Making (3 credits)
This course focuses on providing students with the comprehensive knowledge and skill base necessary for making and executing data-based decisions and plans. Methods of critical evaluation of data needed to support marketing and customer event planning, implementation, and evaluation will be stressed. Students will use syndicated sources and commercial software to analyze and evaluate data, assemble strategies and assess outcomes for CPG and foodservice.
Prerequisites: FMK 202 or MKT 201
Attributes: Undergraduate

FMK 317 Sales Mgt for CPG & Foodserv (3 credits)
This course studies the complex and demanding responsibilities of sales management, for both consumer packaged goods and foodservice. The course will include creation of the sales strategic plan, managing the sales force, coordination of the interface with marketing, establishing sales force objectives, forecasting, understanding customer relationships, motivating and training the sales force and the role of fact-based decision making. Topics will also include the relationship of the sales force to the chief executive officer and social, ethical and legal responsibilities of sales management.
Prerequisites: MKT 1011 or MKT 1015 or MKT 201
Attributes: Undergraduate

FMK 318 Retail Food Market Management (3 credits)
Most management decisions and strategies in food marketing today are driven by the analysis of shopper, competitive, and business data; often based on very large data sets. To prepare students to be successful in this new environment, this course will use Excel, IRI/Nielsen data sets, and other quantitative tools to work through analysis and planning at the interface between food manufacturers and food distribution channels (e.g. Grocery and Foodservice). Common food industry business practices such as category management and promotion and media optimization will be examined. There will be opportunities to add realism through the use of case studies and in-class competitions based on actual companies.
Prerequisites: FMK 202 or MKT 201

FMK 320 Foodservice Marketing (3 credits)
This course provides the food marketing student with an overview of the foodservice industry. It is an introduction into the supply chain members—suppliers, manufacturers, brokers, distributors, logistics providers, foodservice operator customers and finally the foodservice consumer in the food-away-from-home market (FAFH) market. The drivers of FAFH will be studied including consumer, demographic, organizational, culinary, and technological and their roles in foodservice marketing. In addition, the structure of the industry will be studied to understand the wide variety of operations across the commercial and non-commercial (on-site) foodservice venues and their unique marketing issues.
Prerequisites: FMK 202 or MKT 201
Attributes: Undergraduate

FMK 330 Internnl Food Mktg Study Tour (3 credits)
Specially designed on-site tour to varying international locations which offer students a unique opportunity to experience and study the global food industry. The tour may include visits to food industry suppliers, growers, manufacturers, distributors, regulators, and retailers. Students will be introduced to the marketing and business issues of the global food industry and experience the culture and pace of the world’s major cities. The course will involve pre- and post-meetings and assignments.
Prerequisites: MKT 1011 or MKT 1015 or MKT 201
Attributes: Undergraduate

FMK 331 On Site Food Service (3 credits)
This course provides an introduction into the roles and factors that affect the product selection, menus, operations, marketing, merchandising and promotions of on-site (non-commercial) foodservice operations. Students will develop an understanding of the decision making factors that shape the marketing strategies and tactics in each segment of the on-site foodservice. Segments reviewed in this course include schools, colleges and universities, businesses, healthcare, sports and entertainment venues, parks and recreation facilities, military, transportation, vending and corrections. In addition to class learning, students will participate in local tours of facilities to analyze and critique the similarities and differences in the operator customer strategies and marketing techniques.
Attributes: Undergraduate

FMK 332 Commercial Food Service (3 credits)
The bloomin’ onion, a “Happy Meal”, “take it up a notch”. How do all these tactics help create the marketing strategies and positions of these successful restaurants? This course will provide students in depth look at the restaurant industry—how the roles of chefs, menus, marketing strategy, positioning, themes, signature items and economics make a success or failure of a restaurant or chain. Students will review the structure, and functions of this industry and how it compares to the supermarket industry. In addition to class learning, students will participate in local tours of facilities to analyze and critique the similarities and differences in the operator customer strategies and marketing techniques.
Prerequisites: MKT 1011 or MKT 1015 or MKT 201
Attributes: Undergraduate
FMK 333 Foodserv Manufactg & Distribtn (3 credits)
This course examines the dynamics of the ever changing distribution network between a manufacturer and the food service operator. Manufacturers face the challenges of maintaining or increasing their market share against the competition and selecting the best distribution channels to get their products to the foodservice operator. Distributors’ challenges include the increased costs of operations and pressure between balancing manufacturer brands or their own private label brands and how that affects what foodservice operators and customers will buy. Students will learn what roles logistics and ordering technologies, marketing incentives, and direct or brokers sales forces play in the success of a manufacturer product as it travels through the distribution channel.
Attributes: Undergraduate

FMK 351 Food and the Poor (3 credits)
In this land of plenty, where the number two preventable cause of death is obesity (first is smoking), millions live without sufficient nourishment and in fact never have enough to eat. Students will be exploring the many sides of this complex issue. You will study both public and private efforts to reduce hunger and improve the ability of millions to get enough food. This course seeks to understand the historic roots of hunger in this nation and look at policies which have increased the size of the problem in recent years. As part of the course work you will be working with soup kitchens, federal food programs and other agencies to gain a more personal understanding of what it is to be hungry and to help, in some small way, those who are. This is a Service Learning course.
Attributes: Undergraduate

FMK 353 Transitions (3 credits)
This course is designed to allow food marketing seniors as well as fourth and fifth year coop students to make the transition from academia to careers. The class will be devoted to topics related to making a successful transition to the world of business. At the conclusion of the course students will have demonstrated proficiencies in resume development; career search procedures; communications and presentation skills (including interviewing skills); team building; expectations, performance, and process management; workplace diversity; stress, time, and change management; personal financial planning; supervisory skills; negotiations; and lifelong learning. In addition to lecture and class discussions, prospective employers will be invited to present career opportunities and critique

FMK 354 Food, Film and Culture (3 credits)
This course addresses the use of food as a metaphor in classic and recent films and examines the role of food from a cultural, historic, and economic lens. Food in film has emerged as a cinematic genre of study recognizing the symbolic role of food for emotional, political, cultural, familial, and economic issues. The course also includes an introduction to the craft of technically presenting food in film and commercial media, and consumer response to food visuals. Course mechanics include discussion, short essays, and a group presentation and report. These assignments examine the symbolic use of food in film and the commercial opportunities food presents in the various settings viewed. A true ‘foodie’ delight.

FMK 355 FMK Industry Case Challenge (3 credits)
This course will be focused on developing and presenting a marketing strategy case to compete in national food industry case competitions such as the National Grocers Association (NGA) case competition. Students will learn and practice how to integrate research, strategy, creativity, and presentation skills and outcomes directly useable in executive business situations. The course will draw material from several sources and disciplines. Graded work will be heavily weighted towards presenting components of a final case as developed during the semester. The first part of the course will be spent setting up and developing skills and then transition to working on a real case problem provided from the NGA and potentially other industry organizations. The team that goes to the NGA competition in Las Vegas will be selected from this course.

FMK 370 Digital & Social Media (3 credits)
Digital and social media represent a significant shift and change in consumer behavior, leaving marketers scrambling to take advantage of the changing environment. Consumers are spreading opinions and information about restaurants, food brands and grocery stores on sites such as Yelp, Facebook and Twitter. This course takes a broad look at digital and social media and investigates social networks, social media platforms and online advertising. A common theme throughout this course is to identify and discuss the differences between traditional and social media while highlighting the interaction and synergy between the two for key factors such as word of mouth, sales promotions and advertising. At the end of the course, students have the knowledge and insights necessary to establish key, clear marketing objectives and strategies, choose the proper social media platforms and measure the effectiveness of the online campaigns.

FMK 401 Food Marketing Strategy (3 credits)
With a focus on food and consumer products marketing, strategic concepts such as leadership, business definition, situation assessment, planning and objectives, and strategy selection and implementation will be covered, along with strategies that work in different competitive and market situations. Both the theory and application of strategic decision making will be highlighted.
Prerequisites: FMK 202 and FMK 301 and FMK 302 and FMK 303 and FMK 318
Attributes: Undergraduate

FMK 402 Future Issues in Food Mktg (3 credits)
This course will be periodically offered to cover a variety of different topics that are timely, significant or contemporary. Each time the course is offered it will focus on a different and specific food marketing topic. Examples of courses that might be offered include Marketing to Hispanic Consumers, Strategies for Marketing Nutrition and Health, and Technology and the Food Supply Chain and others that may evolve. All future issues courses can be used to satisfy a general upper division course requirement or a free elective.
Attributes: Undergraduate

FMK 403 Independent Study Food Mktg (3 credits)
This course is designed to accommodate those students who have an interest in a research-worthy topic that can be examined on an independent research basis. The student will work closely with a professor on a research area that will require the identification of a topic, a literature review, appropriate methodology, and analysis. (Chair approval required.)
FMK 488 FMK Coop I (3 credits)
FMK 489 FMK Coop II (3 credits)
FMK 490 FMK Coop III (3 credits)
FMK 493 Independent Research I in FMK (3 credits)
FMK 494 Independent Research II in FMK (3 credits)
FMK 500 Marketing Foundations (2 credits)
FMK 509 Curricular Practical Training (1 credit)
FMK 681 MS Food Mktg Independent Study (3 credits)
FMK 682 MS Food Mktg Independent Study (3 credits)
FMK 693 Thesis I (3 credits)
FMK 694 Thesis II (3 credits)
FMK 696 Thesis III (3 credits)
FMK 710 Problem Solving: FMK Managers (2 credits)
FMK 711 Food Marketing Management (2 credits)
The purpose of this course is to develop advanced decision making skills in the area of marketing management for the food and consumer packaged goods industry. Course materials will focus on the key concepts and techniques that are useful in appraising and prioritizing marketing activities, conducting market analyses and solving marketing problems within the broader context of firm management. Application of skills will be demonstrated through extensive case study projects and classroom discussions.
Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 712 Prepare & Use:Annual Mktg Plan (2 credits)
FMK 713 Food Mktg Strategy:Warfare App (2 credits)
This course will focus attention on development of food marketing strategy by taking a competitive or “warfare” approach. Specific types of strategy including offensive, defensive, and flanking will be discussed, along with the advantages and disadvantages of using each strategy. This course will be based heavily on examples of companies that have successfully, and sometimes unsuccessfully, utilized each strategy. An individual completing this course will have a more strategic perspective rather than a tactical outlook.
Restrictions: Enrollment is limited to Graduate level students.

FMK 714 Strategy & Tactic:Food Pricing (2 credits)
This course is designed to help food executives understand, design, and implement effective pricing programs. It will introduce concepts and tools useful in structuring and solving food product and service pricing problems. This will include exposure to pricing optimization solutions and data driven forecasting techniques across regular and promotional prices.

FMK 715 Competitive Analysis (2 credits)
FMK 716 Turn Customer Serv to Delight (2 credits)
FMK 717 Ethnic Marketing (2 credits)
This course will explore the opportunity for food retailers and manufacturers to increase sales by better understanding the tastes and needs of an ethnic community. Specifically, we will look at the Hispanic, African American, Asian and Jewish communities. We will discuss products, advertising, promotional opportunities, community relations and important holidays. The goal will be to show you how your company can create an “attitude” that will let people find the foods that they want in an atmosphere that makes them feel good.
Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 718 CreatingMeasuringCustomerValue (2 credits)
FMK 719 Private Label Sales: Mkt Strat (2 credits)
This course will explore the key initiatives for the sale and marketing strategies for private label. Topics emphasized will include building private label brand equity quality importance of private label being integrated into the category management process, pros and cons of dead net pricing, retail and vendor relationships, and how to develop a consumer loyalty program with private label.
Restrictions: Enrollment is limited to Graduate level students.

FMK 720 Mkt Segmentation/Target Mktg (2 credits)
Important in positioning and segmentation research is how to deal with the strategic issues of segmenting your markets and selecting appropriate strategies for your products and services. Topics emphasized will include: how to design marketing research studies from start to finish, to segment markets and position products, and which data services will be available to segment your markets. The selection of the best analytical tools for segmentation and positioning and repositioning, and implementing the results from positioning segmentation studies will be topics that will prove quite useful to the marketing manager. Strategies for market niche entry that integrates all the elements of the marketing mix, including price, product, promotion and distribution will be discussed.
Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 721 Qualitative Research Technique (2 credits)
FMK 722 Food Marketing Research (2 credits)
This course is meant to be an introduction to both quantitative and qualitative research. Quantitative data analysis, concentrating on the key issues facing those new to research, such as how to decide which statistical procedure is suitable, and how to interpret the subsequent results. The course will start with simple frequencies and move on through hypothesis testing, regression analysis, factor analysis etc. This will be presented in a user friendly manner and will provide the student with techniques they can use immediately. Qualitative research is a powerful tool which plays a part in conducting food marketing research into customer value analysis, branding and naming, new product launch, customer satisfaction and market segmentation, among other food marketing areas. Its techniques include all types of focus groups, in depth one-one-one interviews, intercept studies and observational research. Because of its importance in determining buyer attitudes and beliefs it has grown as an important tool of understanding markets and customers. This course will examine these facets of qualitative research using cases and class exercises to help students develop a working understanding of these tools.
Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.
FMK 723 Food Advertising Research (2 credits)

FMK 725 Food Consumer Behavior (2 credits)

Understanding the food customer and consumer is the course within the food marketing curriculum that most directly applies concepts, principles, and theories from the various social sciences to the study of the factors that influence the acquisition, consumption, and disposition of consumer packaged products, services, and ideas. Knowledge of consumer behavior principles is becoming increasingly important for the food marketing manager and the public policy maker. Quite simply, in order to make good decisions the manager must have an understanding of how consumers are likely to respond to the actions of the firm or the government. In addition, an understanding of the factors that influence consumers may assist an individual in understanding his or her own buying patterns. The principles from a number of disciplines are used to describe and explain consumer behavior, including economics, psychology, social psychology, sociology, and anthropology. Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 726 Innovation/New Product Develop (2 credits)

Since new products have become the lifeblood of most food companies, this course is very pertinent. The course takes the students through each of the stages of a typical new product process. Special emphasis is placed on idea generation and the creative process. Although each step in the process is discussed, the importance of systematically carrying out the process is stressed. Restrictions: Enrollment is limited to students with a major in Food Marketing. Enrollment is limited to Graduate level students.

FMK 727 Legal Issues in FMK (2 credits)

This course reviews the legal environment in which businesses operate. It will describe the judicial process and legal system and examining areas of law and regulation in the business environment. Focus will be on the areas impacting the food industry, including personnel management, food safety, food labeling, customs, homeland security, and the laws, regulations and directives impacting operations, such as EEOC, OSHA, EPA, USDA and others. Restrictions: Enrollment is limited to Graduate level students.

FMK 731 Food Advertising (2 credits)

Over the years a variety of techniques and approaches have been used to create good advertising. In this course the factors common to successful advertising will be presented. The rules are based on research as well as the opinions and experience of such advertising leaders as Ogilvy, Bernbach, Burnett, and testing services such as ARS and Mapes and Ross. Restrictions: Enrollment is limited to Graduate level students.

FMK 732 Make Consumer Promo Effective (2 credits)

This course is designed to help sales, marketing, and merchandising executives understand, design, and implement effective and efficient consumer and trade promotion programs. The role of consumer promotions within the context of Marketing Strategy will be examined as well as advantages and limitations of the most widely used Consumer Promotion techniques. (Coupons, Experiential (Event Marketing) Rebates, Contests, Sweepstakes, Sampling etc.) Creative strategies to maximize impact and program development/evaluation will also be discussed. Trade Promotion has grown into the biggest, most complex and controversial dilemma facing the food industry today. The role of trade promotions within the context of Marketing Strategy will be examined as well as advantages and limitations of the most widely used Trade Promotion techniques. (Off Invoice, Bill backs, Scan-backs, Scan Based Trading, Advertising allowances, Demonstrations, etc.) Creative strategies to maximize impact and program development/evaluation will also be discussed. Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 733 Making Trade Promo More Effect (2 credits)

FMK 741 International Food Business (2 credits)

FMK 742 Intl Mktg:Emerging Markets (2 credits)

While the growth markets are the emerging markets the bulk of food trade is still in the developed markets of the world such as the EU, Canada, and Japan. The potential success of the Doha trade talks and the removal of tariffs and taxes have had an effect not just on inter-European trade, but on worldwide business as well. This course will study exactly what the new rules of trade are and how they affect American food business. This course also explores the expanding market opportunities in the BRIC (Brazil, Russia, India and China), for food products and retailing formats, focusing on how business models differ between emerging countries and between developing countries. The dynamic market of the BRIC countries will be examined Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 743 Intl Marketing: Developed Mkts (2 credits)

FMK 751 Supply Chain Management (2 credits)

FMK 752 Category Mgt /Retail Partners (2 credits)

The food retail industry is changing on a regular basis. In some cases new retail food choices will arise such as target P-Fresh and in other cases hybrids appear in the market such as Fresh and Easy, and Marketside stores. This course will examine all the new formats and how they will affect distribution and consumer behavior. Restrictions: Enrollment is limited to students with a major in Food Marketing. Enrollment is limited to Graduate level students.
FMK 754 Food Retailing Tour (Int'l Ex) (2 credits)
A tour of successful retailers in conjunction with traditional instruction will allow students to see food merchandising at its best “up close and personal.” Students will be asked to analyze and critique the similarities and differences embodied in the various operations. Focusing on such issues as store design and layout, in-store merchandising, pricing policy, shelf and category management, center store vs. perimeter and the extent of prepared foods merchandising, students will be able to understand how and why different operations are successful and develop insights that will help in planning programs and products to successfully merchandise products.

FMK 761 Food Technology & Packaging (2 credits)

FMK 762 Food Policy, Health & Wellness (2 credits)
Health and wellness are the driving growth factors in the food industry and are key issues in food policy, especially regarding approaches to mitigate obesity. This course will introduce marketers to current issues in food policy, key stakeholders, and fundamentals of food policy operation. The course will discuss consumer understanding of health and wellness. It will include strategies for health claim marketing and retailer approaches to enhance health and wellness in stores and food service operations. The course emphasizes a marketing perspective to drive a health and wellness strategy for competitive advantage and meaningful differentiation thereby optimizing growth and profitability in the context of a regulated environment.

Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 763 Food Mkt & Retail Technology (2 credits)

FMK 770 Special Topics: FMK Exec Ed (2 credits)

FMK 771 Foodservice Marketing (2 credits)
An introduction to the role and function of foodservice marketing and the foodservice marketing channel. Students will develop an understanding of the commercial and noncommercial on-site segments and the underlying factors and processes that shape strategy and tactics for foodservice marketing.

Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 772 Foodservice Mfg & Distribution (2 credits)
This course examines the dynamics of the ever changing distribution network between a manufacturer and the food service operator. Manufacturers face the challenges of maintaining or increasing their market share against the competition and selecting the best distribution channels to get their products to the foodservice operator. Distributors’ challenges include the increased costs of operations and pressure between balancing manufacturer brands and their own private label brands and how that effects what foodservice operators and customers will buy. Students will learn logistics and ordering technologies, marketing incentives, and direct or brokers sales forces play in the success of a manufacturer product as it travels through the distribution channel.

FMK 773 On-site & Commercial Foodservice (2 credits)

FMK 781 Independent Study in Food Mktg (2 credits)

FMK 782 Independent Study Food Mktg II (2 credits)

FMK 783 Future Issues: Mktg ECom SocMedia (2 credits)
This course is designed to address areas that will be very contemporary and may have just appeared on the food horizon or issues that warrant a special examination but not need a regular course. These maybe open to the public for either all or part of the course. The area that it would cover will determine which course section it will apply to.

FMK 784 Food Industry Summit (2 credits)
This seminar is based on the annual Department of Food Marketing Food Industry Summit. The First day event Students will attend the one day event and then continue the discussion of the topic during the second day of the course. The actual topics for the course are determined when the Department selects the topic for the FIS. These will be contemporary and important issues to the industry.

Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 793 Thesis I (3 credits)

FMK 794 Thesis II (3 credits)

FMK 795 Capstone (2 credits)
This integrative course is designed to permit students, near the end of the course of study, to integrate the knowledge from their previous courses. Also, this course is intended to give students the opportunity to demonstrate the application of the concepts learned during their tenure in the program. Prerequisite: successful completion of 21 courses beyond Foundation Courses.

Restrictions: Enrollment limited to students in the MBAFMKT or MSFMKT programs. Enrollment is limited to Graduate level students.

FMK 796 Thesis III (3 credits)

FMK 799 Food Marketing Capstone (3 credits)