

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 170 Special Topics in FMK (3 credits)

Topics will vary according to the semester in which the class is offered.

Attributes: 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: Haub Co-op Program, Irish Studies Course, Undergraduate

FMK 270 Special Topics in FMK (3 credits)

Topics will vary according to the semester in which the class is offered.

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.

Prerequisites: DSS 210 and FMK 202

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 carry 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 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 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 food service 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: Irish Studies Course, 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 201

Attributes: Undergraduate

FMK 316 Selling Skills & Decisn 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 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

Attributes: Undergraduate

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 Interntnl 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 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 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

Attributes: Undergraduate

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.

Attributes: Undergraduate

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.

Attributes: Undergraduate

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.

Attributes: Undergraduate

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.

Attributes: Undergraduate

FMK 470 Special Topics in FMK (3 credits)

Topics will vary according to the semester in which the class is offered.

Attributes: Undergraduate

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 509 Curricular Practical Training (1 credit)****FMK 570 Special Topics (3 credits)**

Topics will vary according to the semester in which the class is offered.

Restrictions: Enrollment is limited to Graduate level students.

FMK 711 Overview&Mgmt: Food&Beverage Ind (3 credits)

The purpose of Overview and Management of the Food & Beverage Industry is to introduce students to concepts and terminology within the food and beverage industry. This will focus on various aspects of the food supply chain from agriculture to retail, as well as the supporting activities that comprise this supply chain. In addition, students will focus on how these key concepts and techniques are useful in appraising and prioritizing marketing activities within the broader context of firm management.

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

FMK 713 Food & Beverage Mktg Strategy (3 credits)

Food and Beverage Marketing Strategy is designed to allow the student to integrate and apply the various marketing tools and techniques associated with developing a winning marketing strategy. Topic sequence has been structured around the strategic marketing planning process.

The major learning vehicles will be the analysis of marketing strategy in a competitive context and the identification of the rules of strategy. Time will be spent discussing topics such as defining the business, assessing the business situation, analyzing the environment, analyzing the product portfolio, and identifying competitive market structures.

Restrictions: Enrollment is limited to Graduate level students.

FMK 714 Food & Beverage Mktg Analytics (3 credits)

Food and Beverage Marketing Analytics, Data, Forecasting, and Pricing is designed to help understand the wealth of data available to food and beverage marketers. It will focus on solving food and beverage industry questions using food and beverage industry data. Particular attention will be paid to how to interpret the data as well as how to select relevant data for specific questions. Several different types of questions will be covered including general customer analytics, demand forecasting, and pricing optimization.

FMK 722 Food & Beverage Mktg Research (3 credits)

Food & Beverage Marketing Research will be an introduction to the market research process with applications to either students' own companies or companies in the market place. This course will cover secondary, qualitative and quantitative research, as well as converting management problems to answerable research questions. Each section will have a focus on best practices to collect and interpret the data. One major focus of the course is qualitative research as it is a powerful tool which plays a part in conducting food and beverage marketing research into customer value analysis, branding and naming, new product launch, customer satisfaction, and market segmentation, among other food and beverage marketing areas. Its techniques include all types of focus groups, in depth one-one-one interviews, intercept studies and observational research. Another major focus is quantitative research and survey design. This section of the course will help students understand how to write surveys and interpret surveys that are unbiased and help them develop real, tangible consumer insights. Then, the course will focus on the strategic decisions that market research can help influence, as well as the future of market research. Students will be assessed by completing a full market research report from hypothesis generation to analysis and will involve all three aspects of the research process.

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

FMK 724 Strategy of Food & Bev Pricing (3 credits)

The purpose of this 3-credit graduate course is to develop decision making skills in the pricing of products and services, one of the 4 P's of marketing, for the food industry. Course materials will focus on the key concepts and techniques that have been found useful in solving pricing problems. Application of skills will be demonstrated through extensive case study analyses and classroom discussions.

FMK 725 Food & Beverage Consumer Insight (3 credits)

Consumer Insight and Food & Beverage Consumer Behavior applies concepts, principles, and theories from the various social sciences (psychology, anthropology and sociology) to 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 and beverage 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.

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

FMK 726 Innovation & New Product Dev (3 credits)

Innovation & New Product Development describes the processes and issues involved in conceiving, developing and launching new food and beverage products into both the retail and foodservice markets. Topics covered include new product strategies and approaches, organizational structures, steps in the product development process, new product research, and creating marketing and sales programs to support product introduction. Application of skills will be demonstrated through individual written assignments and a team-based new product development project.

Restrictions: Enrollment is limited to students with a major in Food Marketing. Enrollment is limited to Graduate level students.

FMK 728 Qualitative Techniques (3 credits)

This course will be an introduction to the market research process with applications to either students' own companies or companies in the marketplace. This course will cover qualitative research, as well as converting management problems to answerable research questions. Each section will have a focus on best practices to collect and interpret the data. The focus of the course is qualitative research as it is a powerful tool which plays a part in conducting food and beverage marketing research into customer value analysis, branding and naming, new product launch, customer satisfaction, and market segmentation, among other food and beverage marketing areas. Its techniques include all types of focus groups, in depth one-one-one interviews, intercept studies and observational research. Students will be assessed by completing a full market research report from hypothesis generation to analysis and will involve multiple qualitative methods.

FMK 729 Quantitative Techniques (3 credits)

This course will be an introduction to the market research process with applications to either students' own companies or companies in the market place. This course will cover qualitative research, as well as converting management problems to answerable research questions. Each section will have a focus on best practices to collect and interpret the data. The focus of the course is qualitative research as it is a powerful tool which plays a part in conducting food and beverage marketing research into customer value analysis, branding and naming, new product launch, customer satisfaction, and market segmentation, among other food and beverage marketing areas. Its techniques include all types of focus groups, in depth one-one-one interviews, intercept studies and observational research. Students will be assessed by completing a full market research report from hypothesis generation to analysis and will involve multiple qualitative methods.

FMK 732 Consumer Advertising & Promo. (3 credits)

Communications in Food & Beverage Marketing is designed to investigate the strategy and tactics required to create and execute an integrated consumer marketing communications program in the food industry. Communication theory and application will be discussed in their relation to advertising. Targeting, the creative process, media options, budgeting and the evaluation of advertising and consumer promotion will be highlighted. Effective creation, communication and implementation of promotional strategies will be evaluated. The role of consumer promotions (coupons, rebates, contests, sampling, etc. within the context of Marketing Strategy will be examined, as well as their advantages and limitations. 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 734 Trade Promotion & Optimization (3 credits)

While consumer advertising and promotion is more visible to the consumer, trade promotion is about half of a food companies' budget. One can think of consumer promotion getting product to move off the shelf, trade promotion is how to get products on the shelf. This course will look at the various forms of trade promotion such as off invoice, bill backs, slotting allowances, advertising allowances, sponsorships, end caps etc. Attention will be given to optimization of trade promotions.

FMK 742 Multicul&Int Food&Beverage Mkt (3 credits)

Multi-Cultural & International Food & Beverage Marketing will explore the opportunity for food and beverage retailers and manufacturers to increase sales by better understanding the tastes and needs of an ethnic community. As the U.S. consumer demographics are shifting, it is critical to have a better understanding of current customers and potential customers. We will discuss products, advertising, promotional opportunities, community relations and important holidays. The goal will be to show how companies can create an "attitude" that will let people find the foods and beverages that they want in an atmosphere that makes them feel good. While the growth markets are the emerging markets, the bulk of food and beverage trade is still in the developed markets of the world such as the E.U., Canada, and Asia. 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 and beverage products and retailing formats, focusing on how business models differ between emerging countries and between developing countries.

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

FMK 743 International Marketing (3 credits)

While the "growth markets" are the emerging global markets, the bulk of food and beverage international trade is still in the developed markets of the world such as the E.U., Canada, and Asia. This course will study exactly what the rules of trade are in global food marketing 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 and beverage products. The course will also focus on how business models differ between emerging countries and between developing countries.

Restrictions: Enrollment is limited to Graduate level students.

FMK 753 Food & Beverage Retail Mktg (3 credits)

Retailing in the food and beverage industry is constantly changing. From dollar stores to full service supermarkets to online venues, the industry has never been more diverse and competitive. Food & Beverage Retailing Marketing will seek to understand the strategic decisions that retailers make throughout the diversity of retail formats. A variety of perspectives including manufacturer and consumer on the retail landscape will also be covered. Students will be responsible for developing a retailing strategy in this course.

Restrictions: Enrollment is limited to students with a major in Food Marketing. Enrollment is limited to Graduate level students.

FMK 762 Food & Beverage Policy (3 credits)

Sustainability, both operational and environmental, and consumer well-being are driving forces within the food and beverage industry and stimulating key issues in food and beverage policy, especially for food and beverage security, environmental and obesity challenges. Food & Beverage Policy, Sustainability and Consumer Well Being will introduce marketers to fundamentals and current issues in food and beverage policy, sustainability stakeholders, and food and beverage well-being concepts. The course emphasizes a marketing perspective to drive consumer well-being and sustainability 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 772 Foodservice Mktg Management (3 credits)

Foodservice Marketing Management provides an introduction to the role and function of foodservice marketing and the foodservice marketing channel. Students will develop an understanding of the commercial and non-commercial on-site segments and the underlying factors and processes that shape strategy and tactics for foodservice marketing. This course examines the dynamics of the ever-changing distribution network between a manufacturer and the foodservice 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 how direct or brokers sales forces play in the success of a manufacturer product as it travels through the distribution channel.

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

FMK 781 Indep Study: Food & Bev Mktg (3 credits)

Independent Study in Food and Beverage Marketing 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.

Restrictions: Enrollment is limited to students with a major in Food Marketing. Enrollment is limited to Graduate level students.

FMK 783 Food & Beverage Mktg Digi Stra (3 credits)

The food and beverage industry is changing as consumer preferences and technology changes. Digital Strategy for Food & Beverage Marketing investigates current trends in the food and beverage industry focused along technological advances through the internet and social media. Specifically, the rise of online grocery ordering and delivery will be investigated from a consumer and retailer perspective. The best strategies for online ordering will be discussed utilizing consumer behavior and preferences. Additionally, consumers are flocking online and on mobile channels to stay connected with brands through social media sites such as Facebook, Twitter, Snapchat and Instagram. The benefits and strategies for these social networking sites will be analyzed and discussed. The strategies for engaging customers through the mobile platform will also be discussed including loyalty programs, product information and shopping assisting tools.

FMK 784 Food & Beverage Indry Summit (2 credits)

The content for Food & Beverage Industry Summit seminar is based on the annual Department of Food Marketing Food Industry Summit 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 Food Industry Summit. 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 785 ST: Food & Beverage Mktg (3 credits)

Future Issues/Special Topics in Food and Beverage Marketing is designed to address areas that will be very contemporary and may have just appeared on the food and beverage horizon or issues that warrant special examination. These may be open to the public for either all or part of the course.

Restrictions: Enrollment is limited to students with a major in Food Marketing. Enrollment is limited to Graduate level students.

FMK 786 ST: Food & Beverage Mktg (1 credit)**FMK 795 Capstone (3 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 capstone course is intended to give students the opportunity to demonstrate the application of the concepts learned during their tenure in the program.