

Academy of Food Marketing



The Academy of Food Marketing & The Food Marketing Educational Foundation are totally and completely supported by the Food and Allied Industries. The Foundation is a 501 (c)(3) non-profit corporation which was incorporated in the state of Pennsylvania in 1993. It is registered in Pennsylvania, New Jersey, New York, Maryland, Massachusetts and Virginia. Contributions to The Food Marketing Educational Foundation are tax exempt.

By supporting both the graduate and undergraduate food marketing programs at Saint Joseph's, The Foundation contributes to the success of the largest major in the Haub School of Business at Saint Joseph's University.

Thirty-two students were in the first class in 1962; now there are over 550 full-time students in the undergraduate program and more than 100 students in the Graduate program. Since its inception more than 3300 students have graduated and hold key positions in the world's largest and most important business, the Food Industry. Our graduates hold positions in the sales, marketing, retailing, distribution, food processing and manufacturing segments.



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live greater.

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The Mission

Nothing is more central to human existence than food, and no endeavor involves more people than the food industry. The mission of the Academy of Food Marketing is to promote and support Food Marketing education; to provide services to food marketing students, including scholarship aid, recruiting, internships and cooperative education, counseling and placement; to support the Food Marketing enterprise, and to support the development of talented graduates to serve all aspects of the food and allied industries.



Welcome to Saint Joseph's University.

Saint Joseph's University is a nationally recognized Catholic Jesuit university, located on the western edge of the City of Philadelphia. Founded in 1851, the vibrant 114-acre campus is home to 4,670 traditional undergraduate and 4,190 graduate, part-time, and doctoral students. Saint Joseph's is one of only 153 schools nationwide with a Phi Beta Kappa chapter and AACSB business school accreditation.

A key component of our Jesuit tradition is expressed through the principle of *Magis*. You will be encouraged to think broadly about issues and problems, dig deeper for greater understanding and work harder to find solutions. You will be challenged to

enhance your college education and prepare yourself to live greater. At Saint Joseph's, we prepare you to exceed your highest personal and professional goals by balancing a core curriculum in the liberal arts with a business-focused specialization in Food Marketing

The Food Marketing Program is offered through the Haub School of Business, and is one of only four such degree programs in the country. The Haub School, a recognized leader in industry-specific degree programs, has been highly ranked by *Businessweek*, and *U.S. News & World Report*, and is perennially top-ranked by *Princeton Review* and *Barron's*.

Academy of Food Marketing Key Facts:

- Recognized by employers and recruiters around the world
- Supports the Department of Food Marketing and the Campbell Collection
- Provides scholarships, Co-op, internship, job placement services
- One of the largest majors at Saint Joseph's University
- Only wholly industry-supported program of its kind in the U.S. with a board of governors made up of senior executives at consumer products companies, and retailers



The Academy of Food Marketing was established in 1962 to raise awareness for the enormous career possibilities in the food industry. The Academy offers scholarships, Co-op, internships, and job placement services to Food Marketing majors.

As a result, the program is recognized around the world for its quality and for the caliber of its graduates. Because of the program's stature, alumni and executives from top domestic and international organizations regularly access the department's coursework and seminars, and use the vast information resources of the Campbell Collection, housed in the Drexel Library, in their research work.

The Food Marketing program at Saint Joseph's leads to a Bachelor of Science degree. It prepares you for a broad range of exciting careers in the food and allied industries – from managerial positions in food retail, food service, and sales, to advertising, market research, and brand management. In short, the program prepares you to succeed in the classroom as well as in life.

The Food Marketing program at Saint Joseph's strives to educate and prepare you to navigate the complexities of the food industry. Yet we offer a balanced education by also exposing you to an ethics-driven liberal arts curriculum and to relevant issues of social responsibility.

- **Balanced liberal arts and Food Marketing curriculum**
- **40 course degree requirement**
- **Cooperative Education Program option for academic credit plus salary**

The undergraduate curriculum consists of a balance of liberal arts courses and general business courses such as accounting, finance, management, statistics, and business intelligence. The remainder is specific to Food Marketing, and focuses on sales and marketing strategies, retailing, wholesaling, distribution and market research.

Our faculty aims to create practical, hands-on coursework with as close a connection to real-world industry needs and issues as possible. You'll be encouraged to participate in study tours, semesters abroad, facility tours, industry events and symposia, to make your experience relevant and directly applicable to a career in the food industry.

Food Marketing Scholarship Funds

Through the food industry's generous support, scholarships are available exclusively to qualifying Food Marketing majors. Most of these scholarships are awarded to entering freshmen students and may be renewed until graduation. Food Marketing scholarships are in addition to any University, state or federal aid you may receive from Saint Joseph's.

When you apply to Saint Joseph's University, you must be accepted first as a Food Marketing major before you can be considered for a Food Marketing scholarship. In addition, you must file the Free Application for Federal Student Aid (FAFSA) form. Priority date to file the FAFSA form is **February 15**.

The scholarship review of accepted Food Marketing applicants takes place in March. The review emphasizes financial need, and considers the applicant's academic record.

Campbell Collection

As one of the largest repositories of food industry information in the U.S., the Campbell Collection, located in the Post Academic Center, on the second floor of the Francis A. Drexel Library, is an essential resource for students, faculty, alumni and members in the food industry alike. To lend immediacy to your information searches, library staff maintains a searchable website that contains food-related toolkits as well as databases that contain important competitive intelligence on all aspects of the food industry.

- One of the largest repositories of food industry information in the U.S.
- Hands-on research support
- Searchable website of food-related toolkits that is constantly updated
- Access to proprietary studies and industry databases
- All major industry periodicals and publications

As a Food Marketing major, you'll discover that the Campbell Collection is a critical resource in your coursework, and the library staff is especially helpful in assisting you with company information, specific food industry research and analysis. In addition, the library staff provides support to the Food Marketing faculty in their research and curriculum development.

Fully supported by the Academy of Food Marketing, the Campbell Collection offers all major trade publications, directories, and other resources. In addition, the Campbell Collection offers searchable databases of industry information, including full-text articles from newspapers and periodicals in all segments of the food industry. Also available, are computer workstations, laptop connections, as well as wireless network access.



Food Marketing Campbell Collection



Placement Report class of 2016

100% Placement Rate

All students from the class of 2016 placed in jobs!

One hundred and sixteen food marketing students graduated in May 2016 with a Bachelor of Science Degree from Saint Joseph's University. Of the 116 who graduated, 108 students participated in The Academy of Food Marketing's Placement Program; 108 of the 108 participating students secured full time jobs. **22 of the 116 food marketing graduates were Co-Op students.**

Salary

The salaries of the 2016 placement participants ranged from \$32,500 – \$65,650; the average salary, \$49,075. **24** of the **108** participating graduates who secured full time positions accepted signing bonuses that averaged \$3,000.00.

Job Categories

The graduating class of 2016 received job offers in the following areas:

Customer Analyst	Operations	Sales Promotion	Procurement
Sales Analyst	Marketing/Advertising	Account Management	Business Development
Category Analyst	Retail Sales	Retail Management	

The table below represents the number of 2016 placement program participants who secured full time jobs in each of the segments listed.

Consumer Package Goods (CPG)	Retail/Wholesale	Food Service	Food Brokers	Allied Industry Jobs
60%	23%	7%	2%	8%

Interviews

The Academy of Food Marketing facilitated **894** interviews for all participating students. A total of **97** companies participated in the placement program and interviewed for co-op, internship and full time opportunities.



Placement Report class of 2016

Visiting Companies

Following are the companies who participated in the Placement Program and offered full time, internship and co-op opportunities:

AAK USA	CVS	Kerrygold	Red Bull
Acme Markets	Dannon	Key Food Stores	Rite Aid
Acosta Sales + Marketing	Danone	KeyImpact Sales	Roland Foods, LLC.
Advantage Solutions	Dayka & Hackett, LLC	Kimberly-Clark Corp.	Ronetco Super Market
Ahold	Daymon Worldwide	Kings Supermarket	Saladworks
All Holding Company, LLC	Delhaize America	Kraft/Heinz LLC.	Southern Wine & Spirits
Anchor Packaging	Dietz & Watson	Lactalis Deli	Speedway, LLC
Aramark	Domino Foods, Inc.	Lassonde Pappas & Co.	Sysco
Atalanta	Dunkin Donuts	Lawless Jerky	Target
Barthouse Bourbon	Edgewell	Lehigh Valley Dairy	Taylor Farms
Bayer Healthcare	ESM Ferolie	Lindt & Sprungli	Thayer
Bell & Evans	E&J Gallo	Love Beets	The Bacon Jams
BIMBO Bakeries USA	FarmArt Produce	Mars Chocolate	The Charmer Sunbelt Group
BJ's Wholesale Club	Foods Galore, Inc.	McCormick	The Fresh Grocer
Bright Farms	Food Specialties Trading	Mondelez International	Tojo Mushrooms
Brown's Shoprite	Fred's Pharmacy	Mossimo Zanetti Beverage	Walgreens
Burriss Logistics	Giant/ Peapod	Nestle USA, Inc.	Wawa
C&S Wholesale Grocers	Grimmway Farms	Ocean Spray	Wakefern Food Corp.
Campbell Soup	Herr Foods, Inc.	PA Dept. Agriculture	Wegmans
C.H. Robinson	Hershey	PepsiCo	Weis Markets
Cheese Importers of America	Hormel Foods	Performance Food Service	
Clark Associates	Irish Dairy Board	Pinnacle	
Coca-Cola	J&J Snacks	Procacci Brothers	
Colgate-Palmolive	Johnson & Johnson Consumer	Psyma International, Inc.	
Cooper-Booth Wholesale	John Vena	Quaker Valley Foods	
	Kellogg's	Quick Chek Corporation	



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Food Marketing Courses

Major Concentration Core Courses

FMK 202 Overview of the Global Food Industry (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. The course will include both tours of food facilities and industry speakers.

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.

FMK 302 Understanding Food Customers and Consumers (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.

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.

FMK 318 Retail Food Marketing 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.

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.



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Food Marketing Courses

Courses

FMK 150 FYI	Exploring the History, Culture and Future of Food
FMK 150 FY2	Food & Sustainability
FMK 310	Brand Strategy
FMK 311	Food Retailing
FMK 312	New Product Development
FMK 313	Food Distribution and Logistics
FMK 314	International Food Marketing
FMK 315	Globalization and Food Policy
FMK 316	Selling Skills and Fact-Based Decision Making
FMK 317	Sales Management for CPG and Foodservice
FMK 320	Foodservice Marketing
FMK 330	International Food Marketing Study Tour
FMK 331	On Site Food Service
FMK 332	Commercial Food Service
FMK 333	Foodservice Manufacturing and Distribution
FMK 351	Food and the Poor (Service Learning Course)
FMK 353	Transitions
FMK 354	Food, Film & Culture
FMK 355	Food Industry Case Challenge
FMK 370	Digital & Social Media
FMK 402	Future Issues in Food Marketing
FMK 403	Independent Study in Food Marketing



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