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.
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.

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.

Welcome to Saint Joseph’s University.
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 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 (FASFA) 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.
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:

<table>
<thead>
<tr>
<th>Customer Analyst</th>
<th>Operations</th>
<th>Sales Promotion</th>
<th>Procurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Analyst</td>
<td>Marketing/Advertising</td>
<td>Account Management</td>
<td>Business Development</td>
</tr>
<tr>
<td>Category Analyst</td>
<td>Retail Sales</td>
<td>Retail Management</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Consumer Package Goods (CPG)</th>
<th>Retail/Wholesale</th>
<th>Food Service</th>
<th>Food Brokers</th>
<th>Allied Industry Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>23%</td>
<td>7%</td>
<td>2%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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.
95% Placement Rate

One hundred and thirty four food marketing students graduated in May 2014 with a Bachelor of Science Degree from Saint Joseph’s University. Of the 134 who graduated, 25 participated in the Co-op program. Overall, 106 students participated in the Academy of Food Marketing’s placement program while 28 students remained non-participants. The outcome of job placement is illustrated in the graph.

Salary

The salaries of the 2014 placement participants ranged from $30,000 – $70,000; the average salary, $46,200. 18 of the 106 participating graduates who secured full time positions accepted signing bonuses that averaged $4,167.00.

Job Categories

The graduating class of 2014 received job offers in the following areas:

- Customer Analyst
- Retail Management
- Sales Analyst
- Research
- Marketing
- Retail Sales
- Procurement
- Account Management

The below table represents the number of 2014 placement program participants who secured full time jobs in each of the segments listed.

<table>
<thead>
<tr>
<th></th>
<th>Customer Analyst</th>
<th>Retail Management</th>
<th>Sales Analyst</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>54</td>
<td>26</td>
<td>53</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td></td>
<td>19%</td>
<td></td>
</tr>
</tbody>
</table>

Interviews

The Academy of Food Marketing facilitated 1,175 interviews for all participating students. 88 companies participated in the placement program and interviewed for co-op, internship or full time opportunities.

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

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

### Courses

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