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 the Food Customer & Consumer**  
(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.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>FMK 150</td>
<td>FYI Exploring the History, Culture and Future of Food</td>
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<tr>
<td>FMK 150</td>
<td>FY2 Food &amp; Sustainability</td>
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<tr>
<td>FMK 310</td>
<td>Brand Strategy</td>
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<tr>
<td>FMK 312</td>
<td>New Product Development</td>
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<tr>
<td>FMK 313</td>
<td>Food Distribution and Logistics</td>
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<tr>
<td>FMK 314</td>
<td>International Food Marketing</td>
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<tr>
<td>FMK 316</td>
<td>Selling Skills and Fact-Based Decision Making</td>
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<tr>
<td>FMK 317</td>
<td>Sales Management for CPG and Foodservice</td>
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<tr>
<td>FMK 320</td>
<td>Foodservice Marketing</td>
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<tr>
<td>FMK 330</td>
<td>International Food Marketing Study Tour</td>
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<tr>
<td>FMK 333</td>
<td>Foodservice Manufacturing and Distribution</td>
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<tr>
<td>FMK 351</td>
<td>Food and the Poor (Service Learning Course)</td>
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<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>
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<tr>
<td>FMK 403</td>
<td>Independent Study in Food Marketing</td>
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</tbody>
</table>
Cooperative Education Program

Advantages of Co-op

- 5 Year project based program
- Three Six-Month Consecutive paid work experiences
- Work with Corporate teams on actual projects
- Experience from multiple companies and categories
- Exposure to Consumer Packaged Goods Companies and Retail (From Marketing to Supply Chain)
- Develop a personal network of valuable industry contacts
- Add real world experience to resume
- Increases learning potential
- Tuition is spread out over 5 years
- Portal to placement
- Gain a competitive advantage with advanced resume & interviewing skills

Typical Co-op Schedule

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
<th>Fourth Year</th>
<th>Fifth Year</th>
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</thead>
<tbody>
<tr>
<td><strong>Fall:</strong></td>
<td>5 Courses</td>
<td>5 Courses</td>
<td>2 Courses / Co-op</td>
<td>2 Courses / Co-op</td>
</tr>
<tr>
<td><strong>Spring:</strong></td>
<td>5 Courses</td>
<td>2 Courses / Co-op</td>
<td>5 Courses</td>
<td>5 Courses</td>
</tr>
<tr>
<td><strong>Summer:</strong></td>
<td>Work</td>
<td>Co-op</td>
<td>Co-op</td>
<td>Co-op</td>
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</tbody>
</table>

Tuition, Housing, and Financial Aid

While students are on Co-op semesters:

- They are considered full-time students
- On-campus housing is provided, but they may move off-campus during their work assignment
- Tuition is pro-rated, they pay for only six credits
- They receive partial financial aid payments to lower costs
Cooperative Education Program

Participating Co-op Employers
The following companies represent only a partial list, full list available upon request.

Contact Us
For more information contact:
Jerry Bradley, Director
Academy of Food Marketing
Cooperative Education Program
610-660-1601
jebradle@sju.edu
Class of 2017 Outcomes

98.2% are employed, pursuing additional education and / or serving full time in the military or volunteer programs

Placement by Industry

- Consumer Packaged Goods (57%)
- Allied Industry (22%)
  logistics, digital media, research, imports
- Retail / Wholesale (16%)
- Food Service (4%)
- Food Broker (1%)

Types of Positions:
- Leadership Development Associate
- Foodservice Manager
- Digital Marketing Assistant
- Customer Development Analyst
- Category Manager / Buyer
- Brand Development Manager
- Supply Chain Analyst
- Management Development Program
- District Sale Manager
- Retail Sales Specialist
- Marketing Coordinator
- Sales Representative

$52,471
Average starting salary

$4,500
Average signing bonus
Sample Employers

The following companies represent only a partial list, full list available upon request.