

Food Marketing

Professors: *Stanton, Childs (Emeritus), George (Emeritus), Kirshling (Emeritus)*

Associate Professor: *Meloche, Wirth (Chair)*

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Objective

The Food Marketing program in the Department of Food Marketing in the Haub School of Business is the only wholly industry-supported academic program of its kind in the United States and just one of six nationally recognized programs related to the food industry. The Department is supported by the Academy of Food Marketing, which was established by Saint Joseph's University in cooperation with the food industry in 1962.

Strong industry ties have been developed which support placement of graduating seniors, recruiting of incoming freshmen, advising of students, program promotion, and scholarship support. The Business Library/Campbell Collection in Food Marketing, located in Mandeville Hall, represents one of the most valued resources of the department. The mission of the Library is to support the Food Marketing Department faculty and its enrolled students by being one of the largest depositories of food industry information in the East.

The Food Marketing program prepares a student for a career in the food industry along one of several potential career paths. Food Marketing students pursue careers in food retailing management, food service marketing, sales and sales management, advertising, research, and brand management.

The primary purpose of the food marketing program is the development of young men and women with a broad national and international outlook for careers as executives, competent not only in the complex specialization of the food industry but also cognizant of its many humanistic and social responsibilities. Consequently, the curriculum aims to give its students both a solid grounding in the liberal arts as well as professional competence in this field. The liberal arts aspects of the Department's curriculum are the same as for all majors. The specialized courses will deal with all facets of food marketing: manufacturing,

procurement, advertising, research, and distribution.

Five-Year Cooperative Education in Food Marketing

An alternative five-year Bachelor's degree program combines on-campus classroom study with alternate periods of gainful employment in the food or allied industries. After finishing the freshman year, students complete three cooperative work experiences. Students in this program not only receive a well-rounded education but will also have the unique opportunity of applying classroom learning to work situations and *vice versa* as they gain as much as a full year of professional experience prior to graduation. Student study/work schedule is as follows:

Freshman Year

Fall—5 courses on campus

Spring—5 courses on campus

Sophomore Year

Fall—5 courses on campus

Spring—1st cooperative experience

Summer—1st cooperative experience

Junior Year

Fall—5 courses on campus

Spring—5 courses on campus

Summer—2nd cooperative experience

Senior Year

Fall—2nd cooperative experience

Spring—5 courses on campus

Summer—3rd cooperative experience

Post Senior Year

Fall—3rd cooperative experience

Spring—5 courses on campus

For more information, please contact Dr. Ferdinand Wirth, Academic Director, of Cooperative Education, @ 610-660-2246 or Mr. Jerry Bradley, Placement Director of Cooperative Education @ 610-660-1601.

Departmental Honors

Qualified students wishing to pursue a departmental honors program should consult the requirements under *Honors Program* and in the brochure published annually by the Director of the Honors program.

Requirements for the Food Marketing Major

Due to the implementation of the new General Education Program, there are currently two programs of study for the Food Marketing major:

GEP Signature Courses (See Curricula): six courses

GEP Variable Courses (See Curricula): six to nine courses, including

Integrated Learning Component (ILC): three courses

Food Marketing majors must take

ECN 102 Macroeconomics
PSY 100 Introduction to Psychology
or
SOC 101 Introduction to Sociology
ILC #3 Any course in the College of Arts and Sciences, excluding GEP Signature and Variable courses

Free electives: six courses

Business Foundation: ten courses, including

ACC 101 Concepts of Financial Accounting
ACC 102 Managerial Accounting
DSS 100 Excel Competency (non-credit)
MGT 110 or Essentials of Organizational Behavior or
120 Essentials of Management
DSS 200 Introduction to Information Systems
FIN 200 Introduction to Finance
MKT 201 Principles of Marketing
DSS 210 Business Statistics
DSS 220 Quantitative Methods for Business
MGT 360 Legal Environment of Business
BUS 495 Business Policy

Major Concentration: six courses

Major core (5 courses)

FMK 202 Overview of the Global Food Industry
FMK 301 Food Marketing Research
FMK 302 Understanding Food Customers and Consumers
FMK 303 Food Marketing Communications
FMK 401 Food Marketing Strategy
Upper Division (1 course)

Any FMK course not included in the major core above.

For students who entered SJU in the fall of 2015 or later, or transfer students who entered SJU in the fall of 2015 with 14 or fewer credits, the Major core requirements have been changed to six required courses:

Major core (6 courses)

FMK 202 Overview of the Global Food Industry
FMK 301 Food Marketing Research
FMK 302 Understanding Food Customers and Consumers
FMK 303 Food Marketing Communication
FMK 318 Retail Food Marketing Management
FMK 401 Food Marketing Strategy

Requirements for the Food Marketing [FMK] Minor

The Minor in FOOD MARKETING (FMK) consists of six courses – four required courses and two elective courses as follows:

Required Minor core courses (4 courses)

FMK 202 Overview of the Global Food Industry
FMK 301 Food Marketing Research
FMK 302 Understanding Food Customers and Consumers
FMK 303 Food Marketing Communication
FMK XXX Electives (2 courses)

These two electives must be 300- or 400-level FMK courses.

One elective may be a non-FMK food related course specific to the student's area of interest with the department Chair's approval

Food Marketing

FMK 150 FY1 Exploring the History, Culture and Future of Food (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.

FMK 150 FY2 Food and Sustainability, Exploring the History, Cultures and Future of Foods (3 credits)

This first year seminar explores the topic of sustainability as it relates to the food industry. Students will learn to conceptualize food sustainability and become familiar with sustainability issues from food production to consumption. Not only will the course address commonly known practices and product attributes which the consumer perceives as sustainable (e.g., organic, local, humane), but will also reveal applied sustainability issues along the food value chain (e.g., food policy, hunger, waste, corporate sustainability initiatives, globalization).

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.

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.

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 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.

FMK 311 Food Retailing-Target Stores Challenge (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

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.

FMK 313 Food Distribution and 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.

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.

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.

FMK 316 Selling Skills and Fact-Based 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.

FMK 317 Sales Management for CPG and Foodservice (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.

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 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.

FMK 330 International Food Marketing 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.

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.

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.

FMK 333 Foodservice Manufacturing and Distribution (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.

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.*

FMK 352 Globalization and Food Policy Honors Seminar (3 credits)

Open to honors students, the course will examine the global trade environment for agriculture and food stuffs and an introduction to the numerous policy agencies overseeing food trade and food policy. Attention will focus on global issues impacting the economics of the food industry and require a major research paper on an appropriate issue such as industry globalization and consolidation, food advertising, biotech crops, health claims, obesity, food bioterrorism, novel ingredients, sustainable agriculture, biopharming, environmental concerns, and other timely topics. The course will qualify towards Food Marketing Honors and Faith/Justice certificate/minor fulfillment

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 Food Marketing 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 and 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 301, 302 and 303.*

FMK 402 Future Issues in Food Marketing (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.*

FMK 403 Independent Study in Food Marketing (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.)

French**FRE 101- Beginning French I (4 credits)**

Proficiency-based instruction will encourage the development of speaking, reading, writing and listening comprehension. Instruction of basic grammar and pronunciation will accompany active student participation in task-oriented group work in the classroom. This course is aimed at developing the novice low/mid-level according to ACTFL – American Council on the Teaching of Foreign Languages. *This course is reserved for beginning students with no experience with the French language.*

FRE 102 Beginning French II (4 credits)

Proficiency-based instruction will encourage the development of speaking, reading, writing and listening comprehension. Instruction of basic grammar and pronunciation will accompany active student participation in task-oriented group work in the classroom. This course is aimed at developing the novice mid/high level according to ACTFL – American Council on the Teaching of Foreign Languages. *Pre-req: FRE 101 or equivalent.*

FRE 111-112 Adult Learner Beginning French I-II (6 credits)

Fundamentals of grammar and pronunciation. Extensive oral drill and practice in conversation based on graded readings. Audio-visuals and language laboratory sessions. *FRE 111 is prerequisite to FRE 112.*

FRE 201 Intermediate French I (3 credits)

Proficiency-based instruction will encourage the development of speaking, reading, writing and listening comprehension. Instruction of basic grammar and pronunciation will accompany active student participation in task-oriented group work in the classroom. This course is aimed at developing the novice high/intermediate low level according to ACTFL – American Council on the Teaching of Foreign Languages. *Pre-req: FRE 102 or equivalent.*

FRE 202 Intermediate French II (3 credits)

Proficiency-based instruction will encourage the development of speaking, reading, writing and listening comprehension. Instruction of basic grammar, pronunciation, and writing will accompany active student participation in task-oriented group work in the classroom. This course is aimed at developing the intermediate low/mid-level according to ACTFL – American Council on the Teaching of Foreign Languages. *Pre-req: FRE 201 or equivalent.*

FRE 301 French Conversation (3 credits)

This course is designed to help students improve their oral communication skills in French through participation in interactive tasks. Much attention will be paid to the practice of new vocabulary. Discussion of grammar and communicative strategies will be integrated as needed in order to facilitate students' attempts at various rhetorical functions, such as describing, narrating, explaining, defining, expressing and supporting opinions, and tailoring the discourse to the audience and context. This course is aimed at developing the intermediate mid/high level according to ACTFL – American Council on the Teaching of Foreign Languages. *Counts toward the Francophone Studies Program. Pre-req: FRE 202 or equivalent.*

FRE 302 French Composition (3 credits)

This course is designed to improve students' ability to communicate in written French and to develop the writing skills they will need to succeed in advanced French courses. Skills are developed through a process-oriented approach to writing, including steps related to vocabulary generation, organizing an outline, writing a draft, editing and revising, and writing a final version. *Pre-req: completion of the GEP language requirement in French. Fulfills the GEP Writing-Intensive Overlay requirement.*

FRE 309 Love and Hatred (3 credits)

Love and hatred are emotions that are at once universal and complicated. Studying these two themes will allow us to discover Francophone literature from diverse genres and time periods. In addition, the course will incorporate videos, music and art to enhance our understanding of the roles played by love and hatred in the Francophone world across the centuries. *Satisfies the GEP Art/Lit requirement.*

FRE 310 Introduction to Literary Analysis (3 credits)

Study of variety of genres including theater, essays, fiction and poetry, with an emphasis on the methods for analyzing each genre. Fulfills the Art/Literature requirement of the GEP. *Pre-requisite FRE 301 or FRE 302 or placement. Counts toward the French Studies Program.*