



# FOOD MARKETING

## Typical Course Sequence

Beginning with the class of 2019

[www.sju.edu/hsbadvising](http://www.sju.edu/hsbadvising)

Revised 6-16-2015



### First Year – Fall Semester

<input type="checkbox"/>	<sup>1</sup> ACC 101EC Excel Competency (one credit)
<input type="checkbox"/>	ACC 101 Financial Accounting [BC]
<input type="checkbox"/>	English 101 Craft of Language [VC] (or AP credit)
<input type="checkbox"/>	First Year Seminar [SC] or MGT 110 or 120 [BC]
<input type="checkbox"/>	Math Beauty [VC]
<input type="checkbox"/>	Foreign Language [VC]

### First Year – Spring Semester

<input type="checkbox"/>	ACC 102 Managerial Accounting [BC]
<input type="checkbox"/>	ENG 102 Texts and Contexts [SC]
<input type="checkbox"/>	MGT 110 or 120 [BC] or First Year Seminar [SC]
<input type="checkbox"/>	ECN 101 Microeconomics [VC]
<input type="checkbox"/>	Foreign Language [VC]

### Sophomore Year – Fall Semester

<input type="checkbox"/>	FMK 202 Overview Global Food Industry [MAJ]
<input type="checkbox"/>	<sup>2</sup> DSS 200 Intro to Info Systems [BC] either semester
<input type="checkbox"/>	DSS 210 Business Statistics [BC]
<input type="checkbox"/>	MKT 201 Principles of Marketing [BC]
<input type="checkbox"/>	THE 154 Faith, Justice, Catholic Tradition [SC]

### Sophomore Year – Spring Semester

<input type="checkbox"/>	FMK 318 Retail Food Mkt. Management [MAJ]
<input type="checkbox"/>	DSS 220 Business Analytics [BC]
<input type="checkbox"/>	ECN 102 Macroeconomics [ILC #1]
<input type="checkbox"/>	FIN 200 Introduction to Finance [BC]
<input type="checkbox"/>	PHL 154 Moral Foundations [SC]

### Junior Year – Fall Semester

<input type="checkbox"/>	FMK 301 Food Marketing Research [MAJ]
<input type="checkbox"/>	CHM 112+112L Food Chemistry [VC]
<input type="checkbox"/>	HIS 154 Forging the Modern World [SC]
<input type="checkbox"/>	MGT 360 Legal Environment of Business I [BC]
<input type="checkbox"/>	ELECTIVE

### Junior Year – Spring Semester

<input type="checkbox"/>	FMK 302 Customer and Consumer [MAJ]
<input type="checkbox"/>	FMK 303 Food Marketing Comm.[MAJ]
<input type="checkbox"/>	Philosophical Anthropology Selection [VC]
<input type="checkbox"/>	PSY 100 <i>or</i> <sup>3</sup> SOC 101 Intro Psych or Soc. [ILC #2]
<input type="checkbox"/>	ELECTIVE

### Senior Year – Fall Semester

<input type="checkbox"/>	FMK 401 Food Marketing Strategy [MAJ]
<input type="checkbox"/>	Fine Arts/Literature Selection [VC]
<input type="checkbox"/>	Religious Difference Selection [VC]
<input type="checkbox"/>	ELECTIVE
<input type="checkbox"/>	ELECTIVE

### Senior Year – Spring Semester

<input type="checkbox"/>	BUS 495 Business Policy [BC] (either semester)
<input type="checkbox"/>	Faith and Reason Selection [SC]
<input type="checkbox"/>	<sup>4</sup> Integrated Learning Course #3 [ILC #3]
<input type="checkbox"/>	ELECTIVE
<input type="checkbox"/>	ELECTIVE

[SC] Signature Courses (6)

[VC] Variable Courses (6-9)

[ILC] Integrated Learning Courses (3)

[BC] HSB Core (10)

ELECTIVES (6)

[MAJ] Courses in Major (6)

<sup>1</sup>ACC 101EC Excel Competency is a one credit online course in conjunction with ACC 101. Competency in Excel must be demonstrated by all first-year business students in the fall semester.

<sup>2</sup>DSS 210 is a pre-requisite for DSS 220 and should be taken first, DSS 200 is not and can be taken either semester.

<sup>3</sup>SOC 101 Intro to Sociology also fulfills the Diversity Overlay requirement.

<sup>4</sup> Any course in the College of Arts and Science. This course cannot be a Signature Core Course. This course cannot be double counted with a Variable Course requirement.

**Overlays:** In selecting courses, students will be required to identify courses that meet the overlay requirements in the areas of 1) Diversity, Globalization or Non-Western Area Studies, 2) Ethics Intensive and 3) Writing Intensive. Many of the courses already in your schedule may cover these areas.

# GEP FOOD MARKETING CHECKLIST (40 courses) Revised 6-16-2015

**STUDENTS:** This checklist is in order of graduation requirements for your major. Be sure to review the notes on the opposite page as well as the on-line course catalog for more specific guidelines.

## GEP Signature Courses [SC] (6 courses)

- \_\_\_\_\_ \_\_\_\_\_ First Year Seminar Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ \_\_\_\_\_ Faith and Reason Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ ENG 102 Texts and Contexts
- \_\_\_\_\_ HIS 154 Forging the Modern World
- \_\_\_\_\_ PHL 154 Moral Foundations
- \_\_\_\_\_ THE 154 Faith, Justice and the Catholic Tradition

## Variable Courses [VC] (9 courses)

- \_\_\_\_\_ Fine Arts and Literature Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ ECN 101 Microeconomics
- \_\_\_\_\_ ENG 101 Craft of Language
- \_\_\_\_\_ \_\_\_\_\_ Non-Native Language (1-2 semesters depending on level)
- \_\_\_\_\_ Laboratory Science Selection – CHM 112+112L: Food Chemistry + Lab
- \_\_\_\_\_ Math Beauty Selection – Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ Philosophical Anthropology Selection Your Course Title: \_\_\_\_\_
- \_\_\_\_\_ Religious Difference Selection – Your Course Title: \_\_\_\_\_

## Integrated Learning Courses [ILC] (3 courses)

- \_\_\_\_\_ ILC #1 ECN 102 Macroeconomics
- \_\_\_\_\_ ILC #2 PSY 100 Intro to Psychology or <sup>3</sup>SOC 101 Intro to Sociology
- \_\_\_\_\_ ILC #3 <sup>4</sup>Integrated Learning Course #3 (see footnote) Your Course: \_\_\_\_\_

## Business Core Required Courses [BC] (10 courses in addition to the 1 credit ACC 101EC)

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>_____ <sup>1</sup>ACC 101EC Excel Competency</li> <li>_____ ACC 101 Financial Accounting</li> <li>_____ ACC 102 Managerial Accounting</li> <li>_____ <sup>2</sup>DSS 200 Introduction to Info Systems</li> <li>_____ DSS 210 Business Statistics</li> <li>_____ DSS 220 Business Analytics</li> </ul> | <ul style="list-style-type: none"> <li>_____ FIN 200 Introduction to Finance</li> <li>_____ MGT 360 Legal Environment of Business I</li> <li>_____ MGT 110/120 110 Essentials of Organ Behavior<br/><b>or</b> 120 Essentials of Management</li> <li>_____ MKT 201 Principles of Marketing</li> <li>_____ BUS 495 Business Policy</li> </ul> |
|--|---|

## Courses in Major [MAJ] (6 courses)

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

## Free Electives (6 courses)

- |                     |                     |
|---------------------|---------------------|
| _____ Free Elective | _____ Free Elective |
| _____ Free Elective | _____ Free Elective |
| _____ Free Elective | _____ Free Elective |

**Three courses among your 40 must satisfy the following overlay areas:**

- \_\_\_\_\_ Diversity, Globalization, or Non-Western Studies Course
- \_\_\_\_\_ Ethics Intensive Course
- \_\_\_\_\_ Writing Intensive Course

**Please be sure to consult your advisor.**