



MINOR IN FOOD MARKETING

For Non-Business Majors

Approved & Implemented 5-24-2013



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

The four required courses:

- FMK 202** Overview of the Global Food Industry
- FMK 301** Food Marketing Research
- FMK 302** Understanding Food Customers & Consumers
- FMK 303** Food Marketing Communication

Choose two from: Any FMK undergraduate course excluding FMK 401 Food Marketing Strategy.

- FMK** ____ Your course title: _____
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These classes include:

- FMK 310 Brand Strategy
- 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 Food Service
- FMK 320 Food Service Marketing
- FMK 330 International Food Marketing Study Tour
- FMK 331 On Site Food Service
- FMK 332 Commercial Food Service
- FMK 333 Food Service Manufacturing and Distribution
- FMK 351 Food and the Poor
- FMK 352 Globalization and Food Policy Honors Seminar
- FMK 402 Future Issues in Food Marketing
- FMK 403 Independent Study in food Marketing

Or one food related course specific to the student's area of interest with the Chair's approval.