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 Communications

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

- FMK ___  Your course title: ___________________________
- FMK ___  Your course title: ___________________________

**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 318 Retail Food Marketing Management
- 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 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.