The Academy of Food Marketing & The Food Marketing Educational Foundation are totally and completely supported by the Food and Allied Industries. The Foundation is a 501 (c)(3) non-profit corporation which was incorporated in the state of Pennsylvania in 1993. It is registered in Pennsylvania, New Jersey, New York, Maryland, Massachusetts and Virginia. Contributions to The Food Marketing Educational Foundation are tax exempt.

By supporting both the graduate and undergraduate food marketing programs at Saint Joseph’s, The Foundation contributes to the success of the largest major in the Haub School of Business at Saint Joseph’s University.

Thirty-two students were in the first class in 1962; now there are over 550 full-time students in the undergraduate program and more than 100 students in the Graduate program. Since its inception more than 3300 students have graduated and hold key positions in the world’s largest and most important business, the Food Industry. Our graduates hold positions in the sales, marketing, retailing, distribution, food processing and manufacturing segments.
Nothing is more central to human existence than food, and no endeavor involves more people than the food industry. The mission of the Academy of Food Marketing is to promote and support Food Marketing education; to provide services to food marketing students, including scholarship aid, recruiting, internships and cooperative education, counseling and placement; to support the Food Marketing enterprise, and to support the development of talented graduates to serve all aspects of the food and allied industries.

Saint Joseph’s University is a nationally recognized Catholic Jesuit university, located on the western edge of the City of Philadelphia. Founded in 1851, the vibrant 114-acre campus is home to 4,670 traditional undergraduate and 4,190 graduate, part-time, and doctoral students. Saint Joseph’s is one of only 153 schools nationwide with a Phi Beta Kappa chapter and AACSB business school accreditation.

A key component of our Jesuit tradition is expressed through the principle of Magis. You will be encouraged to think broadly about issues and problems, dig deeper for greater understanding and work harder to find solutions. You will be challenged to enhance your college education and prepare yourself to live greater. At Saint Joseph’s, we prepare you to exceed your highest personal and professional goals by balancing a core curriculum in the liberal arts with a business-focused specialization in Food Marketing.

The Food Marketing Program is offered through the Haub School of Business, and is one of only four such degree programs in the country. The Haub School, a recognized leader in industry-specific degree programs, has been highly ranked by Businessweek, and U.S. News & World Report, and is perennially top-ranked by Princeton Review and Barron’s.
The Academy of Food Marketing was established in 1962 to raise awareness for the enormous career possibilities in the food industry. The Academy offers scholarships, Co-op, internships, and job placement services to Food Marketing majors.

As a result, the program is recognized around the world for its quality and for the caliber of its graduates. Because of the program's stature, alumni and executives from top domestic and international organizations regularly access the department's coursework and seminars, and use the vast information resources of the Campbell Collection, housed in the Drexel Library, in their research work.

The Food Marketing program at Saint Joseph's leads to a Bachelor of Science degree. It prepares you for a broad range of exciting careers in the food and allied industries – from managerial positions in food retail, food service, and sales, to advertising, market research, and brand management. In short, the program prepares you to succeed in the classroom as well as in life.

The undergraduate curriculum consists of a balance of liberal arts courses and general business courses such as accounting, finance, management, statistics, and business intelligence. The remainder is specific to Food Marketing, and focuses on sales and marketing strategies, retailing, wholesaling, distribution and market research.

Our faculty aims to create practical, hands-on coursework with as close a connection to real-world industry needs and issues as possible. You'll be encouraged to participate in study tours, semesters abroad, facility tours, industry events and symposia, to make your experience relevant and directly applicable to a career in the food industry.

The Food Marketing program at Saint Joseph's strives to educate and prepare you to navigate the complexities of the food industry. Yet we offer a balanced education by also exposing you to an ethics-driven liberal arts curriculum and to relevant issues of social responsibility.

- Balanced liberal arts and Food Marketing curriculum
- 40 course degree requirement
- Cooperative Education Program option for academic credit plus salary
Food Marketing Scholarship Funds
Through the food industry’s generous support, scholarships are available exclusively to qualifying Food Marketing majors. Most of these scholarships are awarded to entering freshmen students and may be renewed until graduation. Food Marketing scholarships are in addition to any University, state or federal aid you may receive from Saint Joseph’s.

When you apply to Saint Joseph’s University, you must be accepted first as a Food Marketing major before you can be considered for a Food Marketing scholarship. In addition, you must file the Free Application for Federal Student Aid (FASFA) form. Priority date to file the FAFSA form is February 15.

The scholarship review of accepted Food Marketing applicants takes place in March. The review emphasizes financial need, and considers the applicant’s academic record.

Campbell Collection
As one of the largest repositories of food industry information in the U.S., the Campbell Collection, located in the Post Academic Center, on the second floor of the Francis A. Drexel Library, is an essential resource for students, faculty, alumni and members in the food industry alike. To lend immediacy to your information searches, library staff maintains a searchable website that contains food-related toolkits as well as databases that contain important competitive intelligence on all aspects of the food industry.

• One of the largest repositories of food industry information in the U.S.
• Hands-on research support
• Searchable website of food-related toolkits that is constantly updated
• Access to proprietary studies and industry databases
• All major industry periodicals and publications

As a Food Marketing major, you’ll discover that the Campbell Collection is a critical resource in your coursework, and the library staff is especially helpful in assisting you with company information, specific food industry research and analysis. In addition, the library staff provides support to the Food Marketing faculty in their research and curriculum development.

Fully supported by the Academy of Food Marketing, the Campbell Collection offers all major trade publications, directories, and other resources. In addition, the Campbell Collection offers searchable databases of industry information, including full-text articles from newspapers and periodicals in all segments of the food industry. Also available, are computer workstations, laptop connections, as well as wireless network access.
Co-op Education (5-year B.S. degree)

- Positions include brand/product management, market research, account management, sales representatives
- Employers include retailers, manufacturers, wholesalers, international marketers
- Tuition cost of the five year Co-op program is equal to the four year degree program
- Students have the full freshman year to decide to apply to the Co-op program

The job market is very competitive today, and an undergraduate degree may not be enough to land you that great job. Employers are looking for exceptional candidates, who, besides a great education have on-the-job experience; who can hit the ground running without requiring further training. Industry and the Academy of Food Marketing have collaborated to maximize job opportunities for graduating students.

The result is our unique five-year Cooperative Education program. The program allows you to alternate periods of classroom study with periods of paid employment in the food and allied industries.

Imagine graduating with up to 24 months of paid work experience through three separate work placements – including the summer between your freshman and sophomore years. You will earn three academic credits for these supervised and evaluated Co-op experiences, and you can use the salary you earn to help off-set the cost of your studies.

### Summer Work Experience

The Academy of Food Marketing facilitates on-campus interviews with a wide variety of companies in the food and allied industries. This allows students to practice and gain important interviewing skills which lead them to opportunities for summer employment. Not only do our FMK majors gain valuable work experience and earn extra income, they will also have an advantage over other University students at graduation.

### Job Placement

Education is a significant investment, and like most investments, you want a return. Because of our international reputation and being renowned for our Program, the Academy of Food Marketing has been very successful in placing a number of its graduates in top companies.

The Academy offers preparation with interviewing techniques as well as group and one on one resume guidance before participating in the job placement process. We arrange job interviews for each participant with prospective employers during the fall and spring semesters, which follow two University-sponsored career fairs.

<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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<tbody>
<tr>
<td>Fall: 5 Courses</td>
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<td>Fall: 5 Courses</td>
<td>Fall: 2 Courses/Co-op</td>
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</tr>
<tr>
<td>Spring: 5 Courses</td>
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</tr>
<tr>
<td>Summer: Work</td>
<td>Summer: Co-op</td>
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<td>Summer: Co-op</td>
</tr>
</tbody>
</table>
Learn more.

We encourage all prospective students to experience our beautiful, lively campus and visit the impressive facilities of the Haub School of Business. You can arrange for a campus tour, schedule an interview or class visit, attend Discover SJU Days and open house events.

Office of Undergraduate Admissions:
• On the web at sju.edu/admissions
• By phone 1-888-BE-A-HAWK (1.888.232.4295)
• By email admit@sju.edu
• By fax 610.660.1314

Academy of Food Marketing offices:
The Academy of Food Marketing and its staff is always available to answer any questions you may have about the Food Marketing major, the food industry, and myriad of career opportunities.
• On the web at sju.edu/afm
• By phone 610.660.1600

Campbell Collection:
• On the web at www.sju.edu/int/resources/libraries/campbell/
• By phone 610.660.1195

Co-op Education program
• By phone 610.660.1601
Extending the Classroom into the Real World  Our Co-op program places highly motivated Food Marketing majors with top-tier companies in the food and allied industries as part of their overall educational experience. Co-op gives students the opportunity to apply their newfound knowledge and skills in a real-world setting and to get a first-hand look at the food industry. Graduating Co-op students not only have a competitive advantage over their peers, they have the skills and confidence to aim for the top jobs - fully 80% of our graduates have been offered jobs by Co-op employers.

Typical Co-op Schedule

<table>
<thead>
<tr>
<th>First Year</th>
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<td>Summer: Co-op</td>
</tr>
</tbody>
</table>

Advantages of Co-op

Students who participate in the five-year Co-op program can expect to:

- Add real-world experience to their resumes
- Develop teamwork, communication, and presentation skills
- Gain a competitive advantage with advanced resume and interviewing skills
- Develop a personal network of valuable industry contacts
- Earn up to $ 45,000 during the three work experiences
- Build maturity and confidence
- Learn to live and act independently
- Still participate in University activities and campus life

Co-op Requirements

The Food Marketing Co-op program is a five-year Bachelor of Science program with three six-month paid work experiences. The program is open to all Food Marketing majors in good academic standing with the University (minimum GPA of 2.8). Students will apply during their freshman year for acceptance into the food marketing Co-op program. Students will be notified by June 1st after their freshman year of their acceptance into the program. Students must maintain a 2.8 cumulative GPA to remain in the program.
Partial List of Participating Co-op Employers*

- Bimbo Bakeries
- Burris Logistics
- C&S Wholesale Grocers
- Dietz & Watson
- Giant Food Stores
- Hershey Food Company
- Johnson & Johnson
- Lehigh Valley Dairy
- Nestle USA
- PA Department of Agriculture
- Wakefern/Shop Rite
- Wegmans Food Markets

*Contact us for a full list of Co-op employers, including our Irish partners for international placements.

Co-op Program Success
The Food Marketing Co-op program started with four students in 1999. Today over 150 students and over 45 companies participate in the program. What’s more, student work placement has been 100% over the last 13 years, and 80% of graduating seniors have accepted job offers from Co-op employers.

Tuition, housing, and Financial Aid
While students are on Co-op semesters:

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

For information contact:
Jerry Bradley, Director
Academy of Food Marketing
Cooperative Education Program
610-660-1601
jebradle@sju.edu
95% Placement Rate

One hundred and thirty four food marketing students graduated in May 2014 with a Bachelor of Science Degree from Saint Joseph’s University. Of the 134 who graduated, 25 participated in the Co-op program. Overall, 106 students participated in the Academy of Food Marketing’s placement program while 28 students remained non-participants. The outcome of job placement is illustrated in the graph.

Salary

The salaries of the 2014 placement participants ranged from $30,000 – $70,000; the average salary, $46,200. 18 of the 106 participating graduates who secured full time positions accepted signing bonuses that averaged $4,167.00.

Job Categories

The graduating class of 2014 received job offers in the following areas:

<table>
<thead>
<tr>
<th>Customer Analyst</th>
<th>Retail Management</th>
<th>Sales Analyst</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Retail Sales</td>
<td>Procurement</td>
<td>Account Management</td>
</tr>
</tbody>
</table>

The below table represents the number of 2014 placement program participants who secured full time jobs in each of the segments listed.

<table>
<thead>
<tr>
<th>Consumer Package Goods (CPG)</th>
<th>Retailing/Wholesale</th>
<th>Food Brokers</th>
<th>Allied Industry Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>54</td>
<td>26</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>53%</td>
<td>26%</td>
<td>2%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Interviews

The Academy of Food Marketing facilitated 1,175 interviews for all participating students. 88 companies participated in the placement program and interviewed for co-op, internship or full time opportunities.
Placement Report  Class of 2014

Visiting Companies
Following are the companies who participated in the Placement Program and offered full time, internship and co-op opportunities:

AG Catering
AAK - AarhusKarlshamn USA
Advanced Food Products
Advantage Sales & Marketing
Acosta
Ahold
Aramark
Atalanta Corporation
b.good
Bewley Irish Imports
Bj’s Wholesale
Bi-Lo Holdings
BIMBO
Boston Beer
Burris Logistics
Bush Brothers & Company
C.H. Robinson
C&S Wholesale
Campbell’s Soup
Carlino’s Market
Cheese Importers Assoc of America
Clark Associates
Coca-Cola
Colgate-Palmolive
Cooper-Booth Wholesale
CVS
Dietz & Watson
Delhaize
Dollar Tree
Domino Foods
E&J Gallo Winery
ESM Ferolie
F.Rothman Enterprises
Fuchs North America
Giant
Glaceau
Groupon
Hershey
Hormel
Integrated Management Solutions
Irish Dairy Board
iTi Tropical, Inc.
J&J Snack Foods
Johnson & Johnson
John Vena
KeHE Distributors
Kellogg’s
Lehigh Valley Dairy
Love Beets
Mars
Mars Drinks
McCormick
Metro Philly Management
Merck
Mondelez
Nestle
Origlio Beverage
PepsiCo
Pepsi Frito-Lay Atlantic Region
Pepsi Frito-Lay Northeast Region
Pinnacle Foods
Procacci Brothers
Psyma
Quaker Valley Foods
Quick Chek
Ronetco Supermarket
S. Katzman Produce
Saving Star
Severino Pasta
Snyders Lance
Spartan Foods
Target
The Charmer Sunbelt Group
The Fresh Grocer
ToJo Mushroom
Turkey Hill Dairy
UniFruitti of America
United Source One
Wakefern
Walgreens
Walmart
Wawa
Wegmans
Weis Markets
Whole Foods
WitorWitout
Wonder Natural Foods
Zallie ShopRite

Saint Joseph’s University
5600 City Avenue, Philadelphia PA 19131-1376 • 610.660.1600 • sju.edu/afm
Food Marketing Courses

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 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 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.
## Food Marketing Courses

### Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>FMK 310</td>
<td>Brand Strategy</td>
</tr>
<tr>
<td>FMK 311</td>
<td>Food Retailing</td>
</tr>
<tr>
<td>FMK 312</td>
<td>New Product Development</td>
</tr>
<tr>
<td>FMK 313</td>
<td>Food Distribution and Logistics</td>
</tr>
<tr>
<td>FMK 314</td>
<td>International Food Marketing</td>
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<tr>
<td>FMK 315</td>
<td>Globalization and Food Policy</td>
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<tr>
<td>FMK 316</td>
<td>Selling Skills and Fact-Based Decision Making</td>
</tr>
<tr>
<td>FMK 317</td>
<td>Sales Management for CPG and Foodservice</td>
</tr>
<tr>
<td>FMK 320</td>
<td>Foodservice Marketing</td>
</tr>
<tr>
<td>FMK 330</td>
<td>International Food Marketing Study Tour</td>
</tr>
<tr>
<td>FMK 331</td>
<td>On Site Food Service</td>
</tr>
<tr>
<td>FMK 332</td>
<td>Commercial Food Service</td>
</tr>
<tr>
<td>FMK 333</td>
<td>Foodservice Manufacturing and Distribution</td>
</tr>
<tr>
<td>FMK 351</td>
<td>Food and the Poor (Service Learning Course)</td>
</tr>
<tr>
<td>FMK 352</td>
<td>Globalization and Food Policy Honors Seminar</td>
</tr>
<tr>
<td>FMK 353</td>
<td>Transitions</td>
</tr>
<tr>
<td>FMK 354</td>
<td>Food, Film &amp; Culture</td>
</tr>
<tr>
<td>FMK 370</td>
<td>Digital &amp; Social Media</td>
</tr>
<tr>
<td>FMK 402</td>
<td>Future Issues in Food Marketing</td>
</tr>
<tr>
<td>FMK 403</td>
<td>Independent Study in Food Marketing</td>
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</tbody>
</table>