The food marketing major provides Haub School of Business (HSB) students with an in-depth study of major manufacturers, supply chains, marketing, sales and more. Graduates of food marketing move on to job placements with major companies including Merck Consumer Care, General Mills, Wal-Mart and Nestlé, as well as supply companies and advertising and consulting agencies.

A unique aspect of the Food Marketing Department is that most of the faculty have worked full time in the food industry and have practical, first-hand experience in the field in which they teach. Students learn about important issues from faculty who inform and influence the industry and public policy sectors about them. In addition, food marketing students have the advantage of strong ties to the food industry for job opportunities after they graduate, and are able to take advantage of state-of-the-art facilities to get them there. For example, the major’s own specialty library, the Campbell Library, is one of the largest repositories of food industry information in the world.

Food marketing majors not only utilize the opportunities of their education at Saint Joseph’s, but are also granted opportunities to travel to major food conferences. These conferences include the Food Marketing Institute in Chicago, National Grocers Association in Las Vegas, Private Label Manufacturers Association in Chicago, the Produce Marketing Association meeting in different cities every year, and many others. They can also choose to use their classroom skills in SJU’s backyard by diving into service learning opportunities in the city of Philadelphia.

Job opportunities are also available to students through the increasingly popular four or five year co-op program.

**LEARN MORE ABOUT THE FOOD MARKETING MAJOR:**
- Visit the Food Marketing Department’s website: [http://www.sju.edu/int/academics/hsb/foodmarketing/index.html](http://www.sju.edu/int/academics/hsb/foodmarketing/index.html)
- Visit the Haub School of Business Leahy Advising Center, located in Mandeville 289
- Contact the Food Marketing Department to schedule a meeting with a faculty member by calling 610-660-1615
- Speak with current students in the major
- Schedule an appointment with the Career Development Center by calling 610-660-3100

**WHAT CAN I DO WITH A MAJOR IN FOOD MARKETING?**
Whatever you put your mind to! You can learn much more at [www.onetonline.org](http://www.onetonline.org). Following are descriptions of just a few of the careers you might pursue:

**Business Analyst:** Conducts organizational studies and evaluations, designs systems and procedures, conducts work simplifications and measurement studies, and prepares operations and procedures manuals to assist management in operating more efficiently and effectively.

**Buyer:** Buys merchandise or commodities for resale to consumers at the wholesale or retail level. Analyzes past buying trends, sales records, price, and quality of merchandise to determine value and yield. Selects, orders, and authorizes
payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products.

**Market Research Analyst:** Researches market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

**Sales Manager:** Directs the actual distribution or movement of a product or service to the customer. Coordinates sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyzes sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

**Wholesale Sales Representative:** Sells goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

**HOW CAN I ENGAGE MY INTEREST IN FOOD MARKETING OUTSIDE THE CLASSROOM?**
There are so many opportunities to get involved at Saint Joseph’s University – and to develop experience in your major while doing so! Here are just a few:

American Marketing Association (SJU Chapter) Hawks Against Hunger
Cooperative Education Program (4 and 5 year options) Internship Program
Delta Sigma Pi Travel to Industry Conferences

**OUTCOMES – A CLOSER LOOK AT SJU GRADUATES WITH DEGREES IN FOOD MARKETING:**
As depicted in the chart below, the majority of new graduates have started their careers in the consumer products field. Many others have selected a variety of industries. (Data from Saint Joseph’s University Career Development Center’s Post-Graduation Survey, 2008 – 2012.)

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*Other industries include: Communications/Media/Public Relations; Education; Entertainment/Sports/Recreation; Energy/Natural Resources/Utilities; Government; Health/Medicine/Biotech; Insurance; Not-for-Profit; Technology*
Here is a sampling of positions our graduates have accepted:

Account Executive  Director of Order Fulfillment  Operations Team Associate  
Assistant Consumer Analyst  District Manager  Procurement Analyst  
Assistant Food Service Director  Executive Team Leader  Production Supervisor  
Assistant Manager  Financial Adviser  Project Assistant  
Business Analyst  General Manager  Project Manager  
Business Management Associate  Leadership Development Associate  Purchasing Director  
Buyer  Management Trainee  Research & Development Associate  
Category Planner  Market Analyst  Regional Manager  
Communications Coordinator  Merchandiser  Regional Sales Representative  
Data Analyst  Non-Perishable Manager  Sales Representative  
Director of Marketing  Online Marketing Coordinator  Underwriter  

Organizations that have hired our graduates include:

AC Neilsen  Defense Logistics Agency  Maybelline NY*Garnier  
Acosta Sales and Marketing  Dietz & Watson  Merck & Co., Inc.  
Amoroso Baking Company  E&J Gallo Winery  Nestle USA  
Aramark  Edward Don & Company  Origlio Beverage  
Atlantic and Pacific Tea Company  Estee Lauder  PepsiCo  
Bachmann Company  Food Source  Philadelphia Eagles  
Bloomberg Financial News  General Mills, Inc.  Reckitt Benckiser  
Buona Vita Inc.  Giant Food Stores  Snapple Beverages  
Burris Retail Logistics  Hershey Foods Corporation  Unilever  
C&S Wholesale Grocer  Hess Corporation  United States Insurance Company  
Campbell Soup Company  Hormel Foods  Walmart  
ConAgra Foods  IRI  WB Mason  
Daymon Worldwide  Johnson & Johnson  Wegmans Food Markets  

Some of the graduate schools in which our students have continued their education in Business:

Drexel University  University of Scranton  
Rider University  Villanova University  
Saint Joseph’s University  Vrije Universiteit (Amsterdam)  

Average Starting Salary – Food Marketing Majors – Classes of 2008 – 2012

<table>
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<tr>
<th>Graduation Year</th>
<th># of Respondents</th>
<th>Average Salary</th>
<th>Average Bonus</th>
<th># of Bonuses</th>
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<td>13</td>
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<td>2008</td>
<td>34</td>
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<td>$4,600</td>
<td>11</td>
</tr>
</tbody>
</table>
Brian Bellarmine  
Brian.Bellarmine@email.com  
1000 Woodbine Avenue  
Philadelphia, PA 19131

Education

Saint Joseph’s University, Philadelphia, PA  
Bachelor of Science in Business Administration, May 2014  
Major: Food Marketing  
Honors: Recipient, University Scholarship; Dean’s List: Fall 2012 – present

Experience

Giant Foods, Hershey, PA  
Customer Operations Manager, Summer 2013  
• Managed shift of 15 employees resulting in enhanced customer experiences  
• Developed supervisory, training and customer service skills  
• Broadened knowledge of the grocery industry

Pepsi Bottling Group, Harrisburg, PA  
Product Selector, Summer 2012  
• Picked and packaged product, loaded product on trucks  
• Expanded understanding of distribution  
• Repackaged product for resale, saving company over $3000.00 per week

Leadership

American Marketing Association  
• Treasurer, 2012 – present

Sigma Phi Epsilon Fraternity  
• Vice-President of Recruitment, 2013 – present  
• New Member Educator, 2012

FURTHER ASSISTANCE WITH YOUR MAJOR AND CAREER OPTIONS:  
The Career Development Center can help you with the process of choosing a major and exploring your career options. For assistance, please call 610-660-3100 to schedule an appointment to meet with a Career Counselor.
First & Last Name

Permanent Address: 5600 City Avenue, Philadelphia PA 19131
Temporary Address: 5600 City Avenue, Philadelphia PA 19131
(111) 111-1111 • non-sujuemail

EDUCATION:

Bachelor of Science, Business Administration, May 2014
Saint Joseph’s University, Philadelphia, PA
Major: Food Marketing
Minor: Spanish
Major GPA: 3.9/Cumulative: 3.0

AWARDS & ACHIEVEMENTS:

Presidential Scholarship, Saint Joseph’s University 2010-Present
Honor Diploma Recipient, Attleboro High School 2010

Business Related Course Work: Accounting, Finance, Management, Microeconomics, Marketing, Marketing Research, Information Systems, Statistics

Profile: Dedicated driven professional with extensive experience and knowledge in the food retail industry. Looking to enhance my skills gained through classroom experiences, as well as further knowledge from sales and marketing positions held in food related organizations.

EXPERIENCE:

Supermarket XYZ, Philadelphia, Pa (4/12-Present)
Marketing Intern
•Created and Edit Store Signage and Promotional Advertisements
•Edited and controlled Social Media Marketing
•Managed Preferred Customer Promotions which lead to increase awareness and sales
•Handled Customer Service and General Retail Responsibilities

The Hershey Company, Hershey, Pa (3/12 - 8/12)
Information coordinator and Intern
•Edited Sales Presentations and Product Information Pages
•Managed Databases and Online Business Dashboards
•Tracked Sales Figures at Point of Sale and Indirectly through retailers
•Assisted in Marketing Research during focus groups

ACTIVITIES
Soccer, Food Marketing Association, Helping Hand

SKILLS
Computer: MS Excel, PowerPoint, Word, Factset, and Oracle Business Dashboard, Fluent in Spanish

Willing to Relocate