



Academy of **FOOD MARKETING**

 sju.edu/afm

 **SAINT JOSEPH'S UNIVERSITY**
Haub School of Business

Welcome to **SAINT JOSEPH'S.**

Saint Joseph's intersects a vibrant Philadelphia neighborhood and a Main Line suburb with sweeping green space and historic homes.

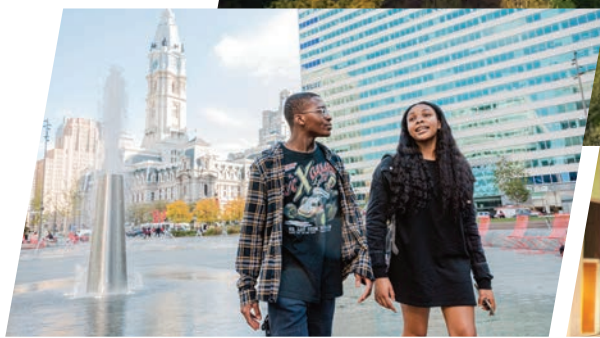
Art. Culture. Business. Sports.

When you come to Saint Joseph's, you have access to all the opportunities of Philadelphia, the East Coast's second largest city, while living and studying on a sprawling 114-acre campus.

Center City is just 15 minutes away. Hop in a rideshare to meet friends at one of the city's 439 restaurants, historical sites, or entertainment and sporting venues. In no time, you'll be back on campus.

The Jesuit academic tradition is built on the idea that faith, knowledge, career success, and social justice are all connected. This philosophy is why some of the world's brightest minds choose to teach at Saint Joseph's.

This tradition of academic excellence not only prepares students to perform inside the classroom. It connects them to their purpose, transforming them into leaders capable of turning vision into reality.





THE HAUB SCHOOL OF BUSINESS

The Haub School of Business, a recognized leader in industry-specific degree programs, is consistently top-ranked by *U.S. News & World Report* and included in *Princeton Review's* perennial rankings. Saint Joseph's programs are accredited by AACSB (The Association to Advance Collegiate Schools of Business).

The Food Marketing program is part of the Haub School of Business and is one of the most recognized Food Marketing degree programs in the country.



Food Marketing CORPORATE PARTNERSHIPS

Acme Markets	E&J Gallo	Nestle
Acosta Sales & Marketing	General Mills	PA Dept. Agriculture
Aramark	Honor Foods	PepsiCo
Atalanta	Hormel	Philabundance
Bayer Consumer Care	J&J Snacks	Pomi
BIMBO	John Vena Produce	Procacci Brothers
BJ's Wholesale Club	Johnson & Johnson	Saxby's
Brown's Supermarket	Kellogg's	Sprouts Farmers Market
C&S Wholesale Grocers	Key Foods	Target
CA Ferolie	KeyImpact Sales	The Giant Company
Campbell Soup	Kimberly-Clark	The Hershey Company
Cheese Importers of America	KIND	Wakefern
Colgate-Palmolive	Lactalis	Walgreens
Dietz & Watson	Mars	Wawa
Dollar Tree	McCormick	Wegmans
Domino Foods, Inc.	Mondelez	



Why Food Marketing?

- **Industry focused curriculum developed by faculty experts**
 - Consistent monitoring, mentoring and counseling
 - Nationally recognized program for over 55 years
- **Strong relationships with retailers and consumer packaged goods companies**
 - Opportunities to attend industry-related trade conferences
 - Networking with key industry leaders
 - Highly attended corporate job fairs
- **Paid co-op and internship opportunities with practical field experience and extensive job preparation**
 - Career Development Center supports resumes, interviews and placement
 - Reputation for placing students in jobs before and after graduation
 - Competitive edge for job opportunities
- **Food marketing scholarship opportunities**



Educating future leaders **WITH OUR WORLD CLASS FACULTY.**

The Food Marketing program at Saint Joseph's strives to educate and prepare you to navigate the complexities of the retail and consumer packaged goods industries.

The 40-course undergraduate curriculum consists of a balance of liberal arts and general business courses such as accounting, finance, management, statistics, and business intelligence. The remainder is specific to Food Marketing focusing on sales and marketing strategies, retailing, wholesaling, distribution, analytics and market research.

Our Faculty

- Work within the food and allied industries
- Offer practical instruction based on first-hand experience
- Prepare students to address critical issues associated with the ever- changing retail landscape
- Earn both national and international recognition for their research

Cooperative Education Program

In today's competitive job market employers are looking for exceptional candidates who have on-the-job experience; who can hit the ground running without requiring further training. Through the Food Marketing Co-op program students gain valuable experience before graduation. Dedicated personnel assist students in optimizing their Co-op experience and connections with leading retailers and manufacturers.

Advantages of Co-op

- Applied learning in a project based program
- **Paid** work experiences
- Work with corporate teams on actual projects
- Exposure to multiple companies and categories including consumer packaged goods companies and retail (from marketing to supply chain)
- Develop a personal network of valuable industry contacts
- Increases learning potential
- Provides a pathway to employment
- Gain a competitive advantage with an advanced resumé & interviewing skills



+ Learn more

**Academy of Food Marketing
Cooperative Education Program
610-660-1600**

Food Marketing SCHOLARSHIP OPPORTUNITIES

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. Through relationships in the food and allied industries there are additional scholarship opportunities that can be earned throughout a student's academic career as a Food Marketing major. Food Marketing scholarships may be awarded 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.

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

The Academy of Food Marketing

An internal support arm which promotes Food Marketing education

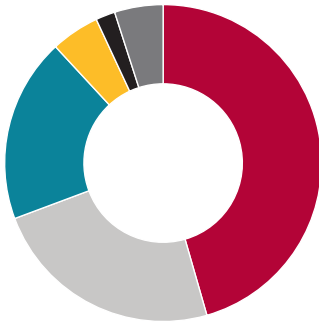
- Provides mentorships and supports the development of Food Marketing students including: scholarships, internships, paid co-op education, recruiting, counseling, job placement and attendance at leading industry conferences.
- The Food Marketing program is also supported by senior industry leaders who sit on the Academy's Board of Governors and offer counsel on program development.



Food Marketing CLASS OF 2020 OUTCOMES*

98% are employed or enrolled in graduate school
within 6 months of graduation

PLACEMENT BY INDUSTRY (2015-2020)



- Consumer Packaged Goods (46%)
- Non Foods (24%)
- Retail (19%)
- Sales / Marketing & Consulting (5%)
- Food Service (2%)
- Continuing Education (5%)

TYPES OF POSITIONS

- Brand Development Specialist
- Category Manager/Buyer
- District Sales Manager
- Leadership Development Associate
- Management Development Program Participant
- Marketing Account Specialist
- Marketing and Merchandising Analyst
- Regional Sales Manager
- Retail Sales Specialist
- Sales Analyst
- Sales and Marketing Associate
- Sales Representative

*Based on responses received from
2020 Food Marketing graduates.

\$53,000

Average starting salary

SAMPLE EMPLOYERS

- **Aramark**
- **Bimbo Bakeries**
(Arnold, Sara Lee, Thomas')
- **Clorox**
(Glad, Liquid Plumr)
- **Coca-Cola**
(Coke, PowerAde, MinuteMaid)
- **E&J Gallo Winery**
(High Noon, Louis M. Martini, Barefoot)
- **Frito Lay**
(Lays, Doritos, Cheetos)
- **The Hershey Company**
(KitKat, Reese's, Jolly Rancher)
- **Hormel Foods**
(Planters, Skippy, Jennie-O)
- **Johnson & Johnson**
(Band-Aid, Aveeno, Tylenol)
- **Kellogg's**
(Pop-Tarts, Eggo, Pringles)
- **Mars, Inc.**
(M&M, Life Savers, Pedigree Pet Food)
- **Mondelez International**
(Cadbury, Oreo, Ritz)
- **PepsiCo**
(Gatorade, Quaker, Lipton)
- **ShopRite**
- **Wawa**
- **Wegmans**

The companies above represent only a partial list, full list available upon request.



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Food Marketing COOPERATIVE EDUCATION PROGRAM

- 4-year program
- Two paid Co-op work experiences (fall of Sophomore year and spring of Junior year)
- Work with corporate teams on meaningful projects
- Experience with multiple companies and business categories
- Exposure to consumer packaged goods companies and retail (from marketing to supply chain)
- Portal to placement
- Develop a personal network of valuable industry contacts
- Add real-world experience to resume
- Increases learning potential
- Earn approx. \$32,500 over two co-op jobs
- Gain a competitive advantage with advanced resume & interviewing skills
- Graduate with your entering class

TUITION, HOUSING AND FINANCIAL AID

While students are in co-op work semesters:

- They are considered full-time students
- Stay in on-campus housing or move off-campus during work assignment
- Summer semesters last 8 weeks (ending in mid-July), 4 days/week (M-TH)
- Co-op students pay the same eight semester tuition as non co-op students.
- Co-op rarely impacts financial aid packages negatively.

TYPICAL CO-OP SCHEDULE

	First Year	Second Year	Third Year	Fourth Year
FALL	5 Courses	Work	5 Courses	5 Courses
SPRING	5 Courses	5 Courses	Work	5 Courses
SUMMER (8 WEEKS)	4 or 5 Courses	4 or 5 Courses	Work (through June)	

PARTICIPATING CO-OP EMPLOYERS

The following companies represent only a partial list, full list available upon request.

- Aramark
- Bayer Healthcare
- Bimbo Bakeries USA
- BJ's Wholesale Club
- Colgate-Palmolive
- Dietz & Watson
- Dollar Tree
- The Emerson Group
- The GIANT Company
- Harris Teeter
- The Hershey Company
- Hormel Foods
- J & J Snack Foods
- Johnson & Johnson
- Kellogg's
- KIND Snacks
- Mars Wrigley
- PepsiCo
- Saxby's Coffee
- Wakefern Food Corp/ShopRite

CONTACT US

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Food Marketing 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 THE FOOD CUSTOMER & CONSUMER (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 318 RETAIL FOOD MARKETING MANAGEMENT (3 CREDITS)

Most management decisions and strategies in food marketing today are driven by the analysis of shopper, competitive, and business data; often based on very large data sets. To prepare students to be successful in this new environment, this course will use Excel, IRI/ Nielsen data sets, and other quantitative tools to work through analysis and planning at the interface between food manufacturers and food distribution channels (e.g. Grocery and Foodservice). Common food industry business practices such as category management and promotion and media optimization will be examined. There will be opportunities to add realism through the use of case studies and in-class competitions based on actual companies.

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.

COURSES

FMK 150 FYI Exploring the History,
Culture and Future: Eating

FMK 310 Brand Strategy

FMK 311 Food Retailing

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 Decision Making

FMK 317 Sales Management for CPG
and Foodservice

FMK 320 Foodservice Marketing

FMK 330 International Food Marketing
Study Tour

FMK 331 On Site Foodservice

FMK 332 Commercial Foodservice

FMK 333 Foodservice Manufacturing
and Distribution

FMK 351 Food and the Poor
(Service Learning Course)

FMK 353 Transitions

FMK 354 Food, Film, and Culture

FMK 355 Food Industry Case Challenge

FMK 370 Digital & Social Media

FMK 402 Future Issues in Food Marketing

FMK 403 Independent Study in
Food Marketing



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Learn more

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