

Food Marketing M.S.

The Food Marketing Program is rooted in a 50-year tradition of academic excellence in Food Marketing and is designed for leaders and professionals with strong backgrounds in the food and beverage industries and associated fields. Our unique program provides advanced academic and developmental experiences in strategic marketing and related business disciplines. Students together with a network of industry peers earn an M.B.A. or M.S. degree by attending either Friday/Saturday sessions on the SJU campus or weekly online sessions. Courses are led by world-class faculty and are often co-taught with industry experts. Course work encompasses both strategic and "hands-on" experiences. Students may take as few or as many classes as fit their schedule, and matriculate at their own pace - in as little as two years or as long as six years, the maximum time limit.

Outcome 1: Students will acquire knowledge of food and beverage marketing strategy including: developing strategic and tactical plans; marketing research and data analysis; segmentation and positioning; and the marketing mix: product decisions, pricing decisions, distribution decisions, and communications decisions.

Outcome 2: Students will acquire knowledge of the food and beverage industry: the macro environment in which the industry operates; industry structure; industry functions; and operations. Students will acquire knowledge of the supply chain for both retail as well as the food service sectors of the food and beverage industry.

Outcome 3: Students will acquire knowledge of food and beverage marketing strategy including: developing strategic and tactical plans; marketing research and data analysis; segmentation and positioning; and the marketing mix: product decisions, pricing decisions, distribution decisions, and communications decisions.

The Master of Science degree in Food Marketing requires successful completion within six (6) years of 10 food industry-focused courses (30 credits). Students can choose any 10 of the Food Marketing Specialization courses listed in the Food Marketing MBA curriculum. Minimum GPA of 3.0 required for degree.

Choose 10 Food Marketing Specialization Courses		30
FMK 722	Food & Beverage Mktg Research	
FMK 713	Food & Beverage Mktg Strategy	
FMK 711	Ovrvw&Mgmt: Food&Beverage Ind	
FMK 714	Food & Beverage Mktg Analytics	

FMK 725	Food & Beverage Consmr Insight	
FMK 726	Innovation & New Product Dev	
FMK 732	Consumer Advertising & Promo.	
FMK 742	Multicul&Int Food&Beverage Mkt	
FMK 753	Food & Beverage Retail Mktg	
FMK 762	Food & Beverage Policy	
FMK 772	Foodservice Mktg Management	
FMK 781	Indep Study: Food & Bev Mktg	
FMK 783	Food & Beverage Mktg Digi Stra	
FMK 784	Food & Beverage Indry Summit	
FMK 785	ST: Food & Beverage Mktg	
FMK 795	Capstone	
Total Hours		30