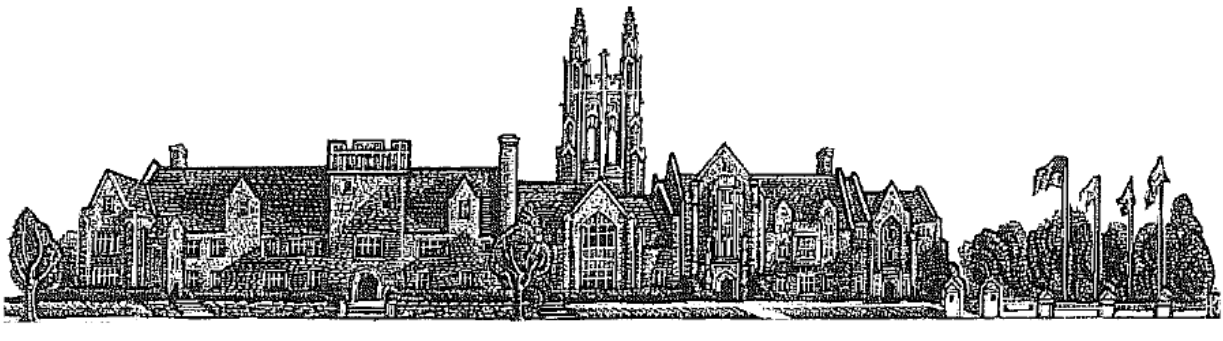




2015-2016
Academic Catalog



Executive Master's in Food Marketing Program

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The Executive Master's in 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 industry and associated fields. Our unique program provides advanced academic and developmental experiences in strategic marketing and related business disciplines. Executive students together with a network of industry peers earn an M.B.A. or M.S. degree by attending either Friday/Saturday sessions in an executive conference center or online. Courses are led by world-class faculty and are often co-taught with industry experts. Course work encompasses both strategic and "hands on" experiences. Courses at the executive conference center are offered nearly every weekend from September to June. Several online courses are offered each semester. Executive 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.

We offer three academic tracks:

M.B.A. in Food Marketing

This program provides a strong generalist curriculum with a comprehensive concentration in food marketing. Participants earn a Master of Business Administration degree upon successfully completing 18 courses and earning 36 credits, excluding Foundation Courses. (Foundation courses may be waived upon review of undergraduate or graduate academic transcripts.)

Graduate — Food Marketing Executive MBA Learning Goals and Objectives

Leadership: Students will gain an understanding of concepts, theories, and practices of effective leadership.

Stakeholder Value/Functional: Students will demonstrate understanding of the concept of value creation, measurement, and the role of the

different business functional areas as they apply to company stakeholders.

Problem Solving/Critical Thinking: To develop *critical thinking skills*, that is, the process of conceptualizing, applying, analyzing, synthesizing, and/or evaluating information as the basis for solving problems and making decisions.

Interpersonal/Communication skills: Students will demonstrate the ability to correspond effectively and persuasively in a business format and present to both individuals and groups clearly and persuasively.

Ignatian Values: Students will develop an appreciation for and ability to apply Ignatian values - an insistence upon ethical decision making and a desire for social justice - to business decisions.

Global/Diversity: Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment. A fuller understanding of and respect for diversity in the population and in organizations related to differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientation.

Program Specific Objective: Students will acquire knowledge of food 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.

Master of Science in Food Marketing

Courses are offered on specific industry topics which are essentially separate, and are not linked in a sequential manner. It is not necessary to attend courses in a structured sequence; students may attend as often as their schedules permit. Participants earn a Master of Science degree in Food Marketing upon successfully completing 17 courses and earning 34 credits.

Graduate — Executive Food Marketing Education – MS Program Learning Goals and Objectives

Leadership: Students will gain an understanding of concepts, theories, and practices of effective leadership.

Problem Solving/Critical Thinking: To develop *critical thinking skills*, that is, the process of conceptualizing, applying, analyzing, synthesizing, and/or evaluating information as the basis for solving problems and making decisions.

Interpersonal/Communication skills: Students will demonstrate the ability to correspond effectively and persuasively in a business format and present to both individuals and groups clearly and persuasively.

Ignatian Values: Students will develop an appreciation for and ability to apply Ignatian values - an insistence upon ethical decision making and a desire for social justice – to business decisions.

Global/Diversity: Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment. A fuller understanding of and respect for diversity in the population and in organizations related to differences across cultures, ethnic groups, socio-economic groups, gender and sexual orientation.

Program Specific Objective 1: Students will acquire knowledge of the food 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 foodservice sectors of the food industry.

Program Specific Objective 2: Students will acquire knowledge of food 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.

Post-Master's Certificate in Food Marketing

This program provides those individuals with a general Master's, M.B.A., or other post-graduate degree the opportunity to augment their knowledge of the food industry through the completion of post-graduate course work that focuses specifically on topical, industry related issues. Participants earn a Post-Master's Certificate in Food Marketing upon successfully completing 6 courses and earning 12 credits.

Mission Statement

The mission of Saint Joseph's Executive Master's in Food Marketing Program is to develop current and

future leaders by providing industry programs for all segments of the food industry, delivering these programs to the life-long student in a flexible and convenient format within state-of-the-art environments.

Location and Time of Executive Center Courses

Courses with live instruction are offered at ACE Executive Conference Center, Lafayette Hill, PA (15 minutes from Main Campus) on Friday and Saturday. Classes generally begin at 8:30 a.m. and continue until 5:00 p.m. each day. Virtual instruction occurs at various times.

Online Courses

Online courses cover a one month period, and include a live, once-a-week, online, evening session. Students enrolled in online program delivery will be provided with a laptop computer loaded with appropriate software at no additional charge. Online students are required to attend three residencies at the ACE Executive Center as part of their degree requirements. Accommodations at the center are included in tuition. Transportation is not included. All students are invited to mix both live and online classes in a way that best fits their own work and home schedules.

Admissions Requirements and Procedures

Students are admitted through a rolling admission process.

Executive M.B.A. and Master of Science in Food Marketing Program

Students applying for admission must have a baccalaureate degree from an accredited college or university and four years of industry experience. Applicants must submit the following:

1. a completed application form
2. official transcripts of all course work from each undergraduate and graduate school attended
3. two letters of recommendation
4. a resume
5. two business writing samples
6. a structured personal interview or GMAT or GRE

Foreign applicants

International applicants are no longer required to submit a credentials evaluation—transcript evaluations will be performed by Admissions staff. However, applicants already possessing a course by-course evaluation of their transcripts are encouraged to submit this in place of original

transcripts. For those who do not possess a course-by-course evaluation, an official record of all college and university academic studies and results of state and/or national examinations taken are required. Academic records must include the name of each individual course, the grade earned, and the grading scale used. Documents must be submitted in one's native language with an official English translation. The Graduate Operations Office performs all international credential evaluations. Foreign documents, credentials and transcripts must be official (sealed and sent directly from the institution). Only originals or photocopies officially stamped and attested by a school official (Registrar, Principle, or Controller of Examinations) are accepted. Faxes, scanned or notarized copies or copies attested by a department head cannot be accepted as official. All credentials submitted to the Graduate Operations Office become property of the University and cannot be returned.

Foreign applicants whose native language is not English are required to take the Test of English as a Foreign Language (TOEFL). Arrangements should be made by writing directly to TOEFL, Box 6151, Princeton, NJ, U.S.A., 08541-6151. Students already in the Philadelphia area who do not have a TOEFL score may be admitted following satisfactory performance on the English test administered at the ELS Center on the Saint Joseph's University campus. A minimum score of 550, internet based TOEFL 80, or 213 on computerized test on the TOEFL is required to take any courses in the M.B.A. Program. An official IELTS score of 6.5 or an official PTE score of 60 is also acceptable. Qualified students who complete Level 112 at the ELS Language Center and receive a strong, positive letter of recommendation from the Center can begin their MBA studies without the official TOEFL score. Foreign applicants seeking an F-1 student visa must also supply a statement of financial support.

Post-Master's Certificate in Food Marketing Program

Students applying for admission to the Post-Master's Certificate in Food Marketing program must have a Master's or M.B.A. degree from an accredited college or university and a strong record of business experience. Admissions criteria are as follows:

- a completed application form
- official Master's/M.B.A. transcripts
- a resume

Tuition and Fees

All students enrolled in courses are charged on a per course basis. All charges are due and payable based on the due date specified on the invoice. Invoices will be mailed to students according to the billing and registration schedule. It is the students' responsibility to maintain their accounts in a current status.

Students who are financially delinquent will forfeit the privilege of attending classes, and the University has the right to withhold grades, transcripts, and diploma until such indebtedness is paid. Students who fall in arrears on one course will be denied admission to future classes until settlement of accounts is completed.

Fees are paid by check or they may be charged to Visa, MasterCard, or American Express. Students have the option of paying directly on the web via mysju. The following fees are in effect for the academic year 2015-2016:

Tuition per two-day ACE course (2.0 credits)	\$2,620
Tuition per online course (2.0) credits	\$3,126
Application fee	no charge
Transcript fee (per copy)	\$10

Academic Dismissal

To graduate, students must fulfill all credit hour requirements for the (M.S. or M.B.A) degree and possess a minimum GPA for 3.0 for all courses including Foundation courses taken at Saint Joseph's University. Additionally, students must have no more than 6 credit hours of C grades and no F grade outstanding to be certified for graduation. To have no F grade outstanding, the student must repeat the course in which the F grade was received and achieve a grade of B or higher.

The grading system in effect at Saint Joseph's University will apply to courses in the Executive Master's in Food Marketing Program. Per University guidelines for graduate study, students enrolled in the Executive Master's in Food Marketing Program who receive a grade of C for 3 credit hours will receive a warning letter. Students who receive an F grade for 3 credit hours or a C grade for 6 credit hours will be placed on academic probation and will be notified in writing by the Program Director. Students who receive an F grade for 6 credit hours or a grade of C or below for 9 credit hours will be dismissed from the program.

Admissions Committee

The recommendation for accepting applicants into the program will be made by the Admissions Committee after they have reviewed completed applications. The Admissions Committee is composed of representatives of faculty members from each of the departments contributing to the program.

Curriculum for the M.B.A. in Food Marketing

The Master of Business Administration degree in Food Marketing requires successful completion within six (6) years of 24 courses and a minimum GPA of 3.0. Courses are distributed as follows:

Foundation Courses

(6 required unless a waiver is given based upon undergraduate or graduate academic transcripts)

ACC 510	Accounting Foundation
DSS 591	Managerial Statistics
FIN 501	Economics Foundation
FIN 504	+Finance Foundation
MGT 520	Empowering Individuals & Groups
MKT 530	Marketing Foundation

Core Courses (6 required)

ACC 560	+Managerial Accounting
BUS 582	Business Ethics
DSS 592	Business Analytics
DSS 593	+Sales Forecasting

FIN 551	+Managerial Finance
MGT 581	+Leadership & Development

Food Marketing Specialization Courses (11 Required + Capstone)

FMK 711 – Food Marketing Management
FMK 713 – Food Marketing Strategy
FMK 720 – Market Segmentation and Target Marketing
FMK 722 – Food Marketing Research
FMK 725 – Food Consumer Behavior
FMK 726 – Innovation & New Product Development
FMK 727 – Legal Issues in Food Marketing
FMK 731 – Food Advertising
FMK 732 – Creating Effective Consumer & Trade Food Promotions
FMK 742 – International Food Marketing
FMK 751 – Supply Chain Management
FMK 753 – Food Retailing Marketing
FMK 754 – Retail Tour
FMK 762 – Food Policy, Health & Wellness
FMK 771 – Foodservice Marketing
FMK 781 – Independent Study
FMK 783 – Future Issues
FMK 784 – Food Industry Summit

FMK 795 – Capstone

Social & Ethical Issues (1 course required)

BUS 582 Business Ethics

+Prerequisite required.

Curriculum for the Master of Science in Food Marketing

The Master of Science degree in Food Marketing requires successful completion within six (6) years of 17 courses (34 credits), including 16 Food Marketing Specialization courses from the MBA curriculum list, FIN 504, and a minimum GPA of 3.0.

Foundation Courses (For M.B.A. in Food Marketing)

ACC 510 Accounting Foundation

This course deals with financial accounting and reporting, and the understanding of the four basic financial statements: balance sheets, income statements, retained earnings statements, and cash flow statements. It analyzes the role of the manager in the development and use of financial statements. The use of key ratios in the analysis of the firm's financial statement is also discussed.

DSS 591 Managerial Statistics

The overall purpose of this course is to provide an introduction to the basic concepts of inferential statistics, which are important tools to support data-driven decision-making. Your ability to identify situations where these techniques may be effectively applied and to appreciate their potentials as well as their limitations to solving complex business problems will be developed. The methodology of each technique will be developed and applied in a real business context. Problems of increasing complexity will be used to emphasize problem description and definition. Emphasis will be placed on the interpretation and implementation of computer-generated results using Excel.

FIN 501 Economics Foundation

This course will familiarize the student with economic analysis: the determination of microeconomic variables, such as the price of a product with its output in individual markets and the determination of macroeconomic variables, such as GNP, the rate of inflation, and the rate of unemployment.

FIN 504 +Finance Foundation

This course moves from the presentation of the balance sheet, income statement, and statement of cash flows to an analytical framework of these statements employing ratios. We examine the informational content of the ratios both cross-sectionally and in time series. In addition, we develop the common sized ratio process. We then build on this knowledge by using the ratios to project pro forma statements and examine the consequences of these projections. The module continues with an examination of the cash budgeting process and concludes with the development of the time value of money concepts. (Prerequisite ACC 510)

MGT 520 Empowering Individual Potential for the Practicing Executive

This course focuses on an organization's most salient resource—the power of its human capital. It investigates the foundation of, and strategies for, empowering organizational members to manage organizational transformation processes from an executive perspective. Empowering individual human potential requires an understanding of how to manage one's self and other individuals effectively, creatively, and ethically in work organizations. This course investigates executive strategies for enhancing individual performance through learning about motivation, perception, personality and other dimensions of human behavior. This course focuses on an organization's most salient resource — the power of its human capital. It investigates the foundation of, and strategies for, empowering organizational members to manage organizational transformation processes from an executive perspective. Empowering groups requires an understanding of how to manage collectivities of individuals in a variety of work organization settings. This course investigates strategies for enhancing group performance and facilitating interpersonal processes that lead to effective, creative, and ethical executive action. *No prerequisites.*

MKT 530 Foundations of Marketing

The course sets the stage for future study by taking students through the marketing fundamentals beginning with strategy, target marketing and opportunity analysis, then developing product, price, distribution, and promotion (the 4 Ps), and an introduction to customer-driven marketing strategy

Core Courses (For M.B.A.)

ACC 560 +Managerial Accounting

This course builds upon ACC 510 Accounting Foundation. Major topics covered include: costing,

budgeting, segment reporting, profitability, and decentralization. Other topics include relevant costs for decision making and service department costing. *Prerequisite ACC 510.*

BUS 582 Business Ethics

One of the most distinctive features of Saint Joseph's Executive Master's in Food Marketing Program is its emphasis on business ethics. This course will explore the general background of moral theory followed by discussion of business ethics in specific situations. Decision scenarios, both written and video, as well as cases, will be evaluated. In addition, students will have the opportunity to discuss the ethical dilemmas which confront food marketers.

DSS 592 Data Analytics

This course presents a fundamental review of the impact of information technology on the entire food industry, laying the groundwork for more in-depth study. A focus on utilizing technology strategically for competitive advantage will be the theme. The material covers the key concepts utilized to support the food supply chain, such as data synchronization, paperless transactions via EDI, scan based trading, and electronic funds transfer.

DSS 593 +Sales Forecasting

This course is a comprehensive survey of the commonly used techniques in sales forecasting. Three major categories of forecasting approaches will be presented. These include quantitative methods, time series and correlation techniques. Shortcuts, rules of thumb, and things to avoid will be discussed. Case studies will be presented, and students will be expected to do forecasting on simulated data sets. *Prerequisite: DSS 591*

FIN 551 +Managerial Finance

This course picks up with a review of the WACC and applies this to the capital budgeting process. In this module, cash flow projections are developed as well as initial outlay concepts. The NPV and IRR rules are developed and extended to a general decision making framework. The last section of the module focuses on the concepts of firm valuation and the effects of leverage on the organization. *Prerequisite FIN 504.*

MGT 581 +Leadership and Development

What is leadership? How do I realize my leadership potential? This course is designed for executives who want to develop and hone their leadership

skills and approaches. Successful completion of the course will enable participants to (1) identify and understand the keys to successful leadership, (2) analyze their own leadership styles and behaviors and receive feedback on the appropriateness and effectiveness of their styles, (3) develop the decision-making skills needed for leadership, (4) understand approaches for developing and empowering employees, and (5) inspire organizational change. *Prerequisite: Waiver or completion of MGT 520*

Food Marketing Courses

FMK 711 Food Marketing Management

The purpose of this course is to develop advanced decision making skills in the area of marketing management for the food and consumer packaged goods industry. Course materials will focus on the key concepts and techniques that are useful in appraising and prioritizing marketing activities, conducting market analyses and solving marketing problems within the broader context of firm management. Application of skills will be demonstrated through extensive case study projects and classroom discussions.

FMK 713 Food Marketing Strategy

This course will focus attention on development of food marketing strategy by taking a competitive or "warfare" approach. Specific types of strategy including offensive, defensive, and flanking will be discussed, along with the advantages and disadvantages of using each strategy. This course will be based heavily on examples of companies that have successfully, and sometimes unsuccessfully, utilized each strategy. An individual completing this course will have a more strategic perspective rather than a tactical outlook.

FMK 720 Market Segmentation and Targeted Marketing

Important in positioning and segmentation research is how to deal with the strategic issues of segmenting your markets and selecting appropriate strategies for your products and services. Topics emphasized will include: how to design marketing research studies from start to finish, to segment markets and position products, and which data services will be available to segment your markets. The selection of the best analytical tools for segmentation and positioning and repositioning, and implementing the results from positioning segmentation studies will be topics that will prove quite useful to the marketing manager. Strategies for market niche entry that integrates all the elements of the marketing mix, including price, product, promotion and distribution will be discussed.

FMK 722 Food Marketing Research

This course is meant to be an introduction to both quantitative and qualitative research.

Quantitative data analysis, concentrating on the key issues facing those new to research, such as how to decide which statistical procedure is suitable, and how to interpret the subsequent results. The course will start with simple frequencies and move on through hypothesis testing, regression analysis, factor analysis etc. This will be presented in a user friendly manner and will provide the student with techniques they can use immediately.

Qualitative research is a powerful tool which plays a part in conducting food marketing research into customer value analysis, branding and naming, new product launch, customer satisfaction and market segmentation, among other food marketing areas. Its techniques include all types of focus groups, in depth one-one-one interviews, intercept studies and observational research. Because of its importance in determining buyer attitudes and beliefs it has grown as an important tool of understanding markets and customers. This course will examine these facets of qualitative research using cases and class exercises to help students develop a working understanding of these tools.

FMK 725 Food Consumer Behavior

Understanding the food customer and consumer is the course within the food marketing curriculum that most directly applies concepts, principles, and theories from the various social sciences to the study of the factors that influence the acquisition, consumption, and disposition of consumer packaged products, services, and ideas. Knowledge of consumer behavior principles is becoming increasingly important for the food marketing manager and the public policy maker. Quite simply, in order to make good decisions the manager must have an understanding of how consumers are likely to respond to the actions of the firm or the government. In addition, an understanding of the factors that influence consumers may assist an individual in understanding his or her own buying patterns. The principles from a number of disciplines are used to describe and explain consumer behavior, including economics, psychology, social psychology, sociology, and anthropology.

FMK 726 Innovation & New Product Development

Since new products have become the lifeblood of most food companies, this course is very pertinent. The course takes the students through each of the stages of a typical new product process. Special emphasis is placed on idea generation and the

creative process. Although each step in the process is discussed, the importance of systematically carrying out the process is stressed.

FMK 727 Legal Issues in Food Marketing

This course reviews the legal environment in which businesses operate. It will describe the judicial process and legal system and examining areas of law and regulation in the business environment. Focus will be on the areas impacting the food industry, including personnel management, food safety, food labeling, customs, homeland security, and the laws, regulations and directives impacting operations, such as EEOC, OSHA, EPA, USDA and others.

FMK 731 Food Advertising

Over the years a variety of techniques and approaches have been used to create good advertising. In this course the factors common to successful advertising will be presented. The rules are based on research as well as the opinions and experience of such advertising leaders as Ogilvy, Bernbach, Burnett, and testing services such as ARS and Mapes and Ross.

FMK 732 Creating Effective Consumer & Trade Food Promotions

This course is designed to help sales, marketing, and merchandising executives understand, design, and implement effective and efficient consumer and trade promotion programs.

The role of consumer promotions within the context of Marketing Strategy will be examined as well as advantages and limitations of the most widely used Consumer Promotion techniques. (Coupons, Experiential (Event Marketing) Rebates, Contests, Sweepstakes, Sampling etc) Creative strategies to maximize impact and program development/evaluation will also be discussed

Trade Promotion has grown into the biggest, most complex and controversial dilemma facing the food industry today. The role of trade promotions within the context of Marketing Strategy will be examined as well as advantages and limitations of the most widely used Trade Promotion techniques. (Off Invoice, Bill backs, Scan-backs, Scan Based Trading, Advertising allowances, Demonstrations, etc.) Creative strategies to maximize impact and program development/evaluation will also be discussed.

FMK 742 International Food Marketing

While the growth markets are the emerging markets the bulk of food trade is still in the developed markets of the world such as the EU, Canada, and Japan. The potential success of the Doha trade talks and the removal of tariffs and

taxes has had an effect not just on inter-European trade, but on worldwide business as well. This course will study exactly what the new rules of trade are and how they affect American food business.

This course also explores the expanding market opportunities in the BRIC (Brazil, Russia, India and China) for food products and retailing formats, focusing on how business models differ between emerging countries and between developing countries. The dynamic market of the BRIC countries will be examined for the potential to introduce products and foodstuffs and for partnering and branding opportunities.

FMK 751 Supply Chain Management

Distribution, often referred to as "the last great business frontier," is receiving more attention from executives than ever before. Faced with multiple pressures of shrinking margins, strong pricing, competition, large capital investments, global networks and product line extensions, companies today must effectively control and manage this key area of the business. Individuals who complete this course will understand the role of distribution in their industry and develop strong actionable plans, which can make a difference in corporate profits and customer service.

FMK 753 Food Retailing Marketing

The food retail industry is changing on a regular basis. In some cases new retail food choices will arise such as target P-Fresh and in other cases hybrids appear in the market such as Fresh and Easy, and Marketside stores. This course will examine all the new formats and how they will affect distribution and consumer behavior.

FMK 754 Food Retailing Tour

A tour of successful retailers in conjunction with traditional instruction will allow students to see food merchandising at its best "up close and personal." Students will be asked to analyze and critique the similarities and differences embodied in the various operations. Focusing on such issues as store design and layout, in-store merchandising, pricing policy, shelf and category management, center store vs. perimeter and the extent of prepared foods merchandising, students will be able to understand how and why different operations are successful and develop insights that will help in planning programs and products to successfully merchandise products.

FMK 762 Food Policy, Health & Wellness

Health and wellness are the driving growth factors in the food industry and are key issues in food policy, especially regarding approaches to mitigate obesity. This course will introduce marketers to current issues in food policy, key stakeholders, and

fundamentals of food policy operation. The course will discuss consumer understanding of health and wellness. It will include strategies for health claim marketing and retailer approaches to enhance health and wellness in stores and food service operations. The course emphasizes a marketing perspective to drive a health and wellness strategy for competitive advantage and meaningful differentiation thereby optimizing growth and profitability in the context of a regulated environment.

FMK 771 Foodservice Marketing

An introduction to the role and function of foodservice marketing and the foodservice marketing channel. Students will develop an understanding of the commercial and noncommercial on-site segments and the underlying factors and processes that shape strategy and tactics for foodservice marketing.

FMK 781 Independent Study in Food Marketing

FMK 783 Future Issues

This course is designed to address areas that will be very contemporary and may have just appeared on the food horizon or issues that warrant a special examination but not need a regular course. These maybe open to the public for either all or part of the course. The area that it would cover will determine which course section it will apply to.

FMK 784 Food Industry Summit

This seminar is based on the annual Department of Food Marketing Food Industry Summit. The First day event Students will attend the one day event and then continue the discussion of the topic during the second day of the course. The actual topics for the course are determined when the Department selects the topic for the FIS. These will be contemporary and important issues to the industry.

FMK 795 MBA Capstone*

Prerequisite: successful completion of 21 courses beyond Foundation Courses.

This integrative course is designed to permit students, near the end of the course of study, to integrate the knowledge from their previous courses. Also, this course is intended to give students the opportunity to demonstrate the application of the concepts learned during their tenure in the program.

**Prerequisite required.*

Inquiries

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