Food Industry Management and Marketing, Certificate

Description

The certificate program in food industry management and marketing allows business and nonbusiness students the opportunity to acquire specialized business skills, providing them with a competitive advantage for employment with firms and agencies that operate within the global food industry.

The certificate program explores the role that consumers' food choices and purchases play in the allocation of resources throughout the food chain, from farm to retail.

Upon completion of the program, students have a deep understanding of the business, economic and market environments of the global food industry, with particular emphasis on food marketing and distribution.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Polytechnic campus

Program Requirements

Certificate Map (Archives)
2020 - 2021 Certificate Map

The food industry management and marketing certificate requires 15 credit hours to complete and is available to all majors. To earn the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or better. No more than six credit hours may be shared between the certificate and other degree programs, minors, and/or other certificates.

Required Course -- 3 credit hours

AGB 250: Economics of Resource Allocation: Food and Agriculture or AGB 302: International Management and Agribusiness (G) (3)
Required Marketing Course (choose one) -- 3 credit hours

MKT 300: Marketing and Business Performance (3)
MKT 302: Applied Marketing Management and Leadership (L) (3)
MKT 303: Honors Marketing Theory and Practice (L) (3)
MKT 390: Essentials of Marketing (3)

Electives (choose three) -- 9 credit hours

AGB 100: Introduction to Agribusiness (3)
AGB 394: Current Topics in Food Retaili (3)
AGB 414: Food and Agribusiness Policy Issues (L) (3)
AGB 420: Food Advertising and Promotion (3)
AGB 425: Food Supply Networks (3)
AGB 435: Commodity Futures and Options Markets (3)
AGB 445: Food Retailing (3)
AGB 452: Global Food and Agricultural Trade (3)
AGB 456: Food Product Innovation and Development (3)
AGB 481: Strategic Pricing in Food Markets (3)
AGB 494: NAMA Marketing Plan (3)
BUS 424: Sales and Negotiations (3)
BUS 434: Business Risk Management (3)
TGM 460: Global Risk Assessment and Management (3)

The program is offered at ASU's Polytechnic campus, but students may choose to take the entire certificate in iCourse format.

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

Enrollment Requirements

Students majoring in food industry management are not eligible to pursue this certificate. All other majors can access and submit the certificate application online at Advising SOS: https://wpcarey.asu.edu/sos.

No more than six credit hours may be shared between certificate and other degree programs, minors, or other certificates.
A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

Contact Information

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