Food Industry Management and Marketing, Certificate (BAFIMMCERT)

Description

The certificate program in food industry management and marketing allows business and nonbusiness students the opportunity to acquire specialized business skills, which will provide a competitive advantage for employment with firms and agencies that operate within the global food industry. Upon completion of the program, students will have a deep understanding of the business, economic and market environment of the global food industry, with particular emphasis on food marketing and distribution. 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.

At a Glance

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

2018 - 2019 Major Map
Major Map (Archives)

Program Requirements

**Required Course -- 3 credit hours**

AGB 250: Economics of Resource Allocation: Food and Agriculture (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 courses) -- 9 credit hours**

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 440: Food Safety (3)
AGB 445: Food Retailing (3)
AGB 452: Global Food and Agricultural Policy (3)
AGB 454: Global Food and Agribusiness 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: Risk Management and Insurance (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](https://wpcarey.asu.edu/SOS).

No more than 6 credit hours may be shared between certificate and other degree programs, minors, and/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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