

Food Industry Management and Marketing, Certificate

BAFIMMCERT

Description

The certificate program in food industry management and marketing allows business and nonbusiness students 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 roles that consumer 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](#)

Program requirements

[2024 - 2025 Certificate Map](#)
[Certificate Map \(Archives\)](#)

The food industry management and marketing certificate requires 15 credit hours 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 (GCSI OR G) (3)

Required Marketing Course (choose one) -- 3 credit hours

MKT 300: Marketing and Business Performance (3)

MKT 302: Strategic Marketing Management (L) (3)

MKT 303: Honors Marketing Theory and Practice (3)

MKT 390: Essentials of Marketing (3)

Electives (choose three) -- 9 credit hours

AGB 100: Introduction to Agribusiness (3)

AGB 370: Food Retailing Strategy Development and Case Competition (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)

Prerequisite courses may be needed in order to complete the requirements of this certificate.

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

Enrollment requirements

Students majoring in food industry management are not eligible to pursue this certificate.

No more than six credit hours may be shared between the 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.

Career opportunities

Students can advance their career options with an undergraduate certificate. The certificate in food industry management and marketing helps students develop additional competencies that complement the marketable knowledge and skills they acquire in their majors.

Students who complete this undergraduate certificate often decide to pursue employment in management, marketing and sales. Advanced degrees or certifications may be required for academic or clinical positions.

Contact information

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