

FOOD PRODUCT MARKETING

FIM 220

Food Product Marketing

3 Credits

Spring Semester

Prerequisites: ABM/FIM 100 or concurrently

DEVELOP foundation knowledge on the U.S. and global food system – food manufacturing to retailing.

UNDERSTAND food consumers' needs, buying patterns, and demographics.

LEARN key concepts surrounding the trends and opportunities in the food industry.

KNOWLEDGE of the Food Marketing System and the external factors influencing this system.

GAIN insights into critical managerial and professional issues for food supply chains.

For more information contact:

FIM 220 Instructor

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