Food and Consumer Package Goods Marketing

WMU is one of the premier universities in the country offering a four-year business degree specializing in food and consumer package goods (CPG) marketing. The major prepares students for sales, research, marketing and management positions with food and consumer package goods firms and related organizations. Food and CPG marketing graduates are heavily recruited by leading firms from all segments of the industry - including manufacturers, sales agencies (brokers), food distributors, retail operators and marketing research firms. Students in the food and CPG marketing program have numerous opportunities to expand their classroom learning with practical, real-world experiences, such as business tours, internships, classroom interactions with key industry executives and the annual Food Marketing Conference.

Do Research

Selecting a major that aligns with your interests, personality, skills and abilities is an important part of your career development. The websites below will help you learn more about food and CPG marketing.

Food and CPG Marketing Websites

* WMU Food Marketing Website: [www.wmich.edu/marketing/academics/fmk.html](http://www.wmich.edu/marketing/academics/fmk.html)
* Food Industry Jobs: [www.foodindustryjobs.com](http://www.foodindustryjobs.com)
* Food Management Search: [www.foodmanagementsearch.com](http://www.foodmanagementsearch.com)
* Food Dude: [www.fooddude.com](http://www.fooddude.com)
* The Food World: [www.thefoodworld.com](http://www.thefoodworld.com)
* Network of Executive Women: Consumer Products/Retail Job Bank: [jobboard.cpgjoblist.com/newonline](http://jobboard.cpgjoblist.com/newonline)

General Websites

* The Haworth College of Business Career Center: [www.wmich.edu/business/career](http://www.wmich.edu/business/career)
* O-NET Dictionary of Occupational Titles: [www.onetonline.org](http://www.onetonline.org)
* CareerTV: [www.careertv.com](http://www.careertv.com)

Get Involved

Becoming involved in an organization is an essential part of your career development. The websites below are for WMU registered student organizations and national and international professional organizations related to the food and CPG marketing major.

* WMU Food Marketing Association: [www.wmich.edu/business/groups](http://www.wmich.edu/business/groups)
* Sigma Phi Omega: [www.wmich.edu/business/groups](http://www.wmich.edu/business/groups)
* Food Marketing Institute: [www.fmi.org](http://www.fmi.org)
* Food Marketing Policy Center: [www.fmpc.uconn.edu](http://www.fmpc.uconn.edu)
* American Marketing Association: [www.ama.org](http://www.ama.org)
* Network of Executive Women: Consumer Products/Retail: [www.newonline.site-ym.com](http://www.newonline.site-ym.com)

Explore Opportunities

Exploring companies that hire food & CPG marketing majors is a great way to get a sense of the field. The companies below recruit business students and are a great place to start exploring food & CPG jobs.

- Advantage Sales & Marketing
- Bayer Healthcare
- Daymon Worldwide, Inc.
- E & J Gallo Winery
- Hormel Foods
- Jewel/Osco
- Kehe Food Distributors
- Kraft
- Kroger
- McCormick & Company
- Meijer
- Nestle, USA
- Smuckers
- Spartan Stores
- Target