PROPOSAL:  Create a Food Marketing Graduate Certificate

Background

The Graduate Studies Council of the Faculty Senate has approved the creation of a new graduate certificate in Food Marketing, to be offered by the Department of Marketing in the Haworth College of Business. The current UG food marketing program lacks the opportunity for alumni or other food marketing professionals to expand their theoretical and applied knowledge in their field through graduate coursework. Consequently, many FMK graduates pursue graduate degrees and executive education at other institutions or providers as part of their career progression. These two factors, as well as positive reactions from board members, companies, and attendees of the last Food Marketing Conference (March 2022), underline that this certificate program is a stand-alone and part of an MBA degree program and will enjoy strong market demand. Specifically, the establishment of the graduate certificate program will help industry professionals' career perspectives. The program will enhance the students' theoretical and applied industry knowledge and develop general business and leadership skills through a specialized curriculum developed by FMK faculty members.

Recommended Action

Create a Graduate Certificate in Food Marketing.