PROPOSAL: Create Minor in Food Marketing

Background

The Executive Board of the Faculty Senate, acting on behalf of the Undergraduate Studies Council of the Faculty Senate, has approved the creation of a new minor in Food Marketing to be offered by the Department of Marketing in the Haworth College of Business. This proposal follows the department's strategy for developing minor programs that complement other major programs offered. The available major and minor combinations allow students to acquire a variety of knowledge and skills in high demand by employers and thus provide more career opportunities. For example, combining Food Marketing and Supply Chain Management is a growing field of study, an area that offers excellent career opportunities. Combining these two knowledge and skill sets allows us to position our programs as more student-focused and industry-relevant.

Recommended Action

Create a Minor in Food Marketing.