

PROPOSAL: Rename the Food Marketing Major (FMKJ)

Background

The Undergraduate Studies Council of the Faculty Senate has approved the renaming of the Major in Consumer Package Goods offered by the Haworth College of Business. The new title shall be Food Marketing, This proposal to change the program name communicates the essence of the program more straightforwardly than the current name does, and it aligns better with industry and peer institutions' vernacular. Furthermore, it appropriately reflects the food marketing curriculum's intent to include consumer packaged goods companies, food retailers, food wholesalers, and food marketing data and analytics providers. Under the current name, only (potential) stakeholders already engaged with the program understand the broad range of curriculum content, innovative pedagogies, and immersive student experiences offered at WMU.

Recommended Action

It is recommended the WMU Board of Trustees rename the Major in Consumer Package Goods as Food Marketing.