THE NEW MBA CONCENTRATION

Earn Your MBA in Food Marketing Online

Canisius MBA students may complete their elective requirements with Saint Joseph's University through the Jesuit MBA Business School Network.

Saint Joseph’s University's Food Marketing MBA, the only program of its kind in the world, provides unique, industry-specific courses that allow students to gain insight and acquire skills to take their careers to the next level.

Courses cover applicable topics such as Food Marketing Strategy, Consumer and Trade Promotions, Food Marketing Research, Foodservice Marketing, and Innovation and New Product Development to name a few.

Get started this year by visiting sju.edu/JesuitMBA
Launch your career in Food Marketing.

THE JEBNET VISITING STUDENT APPLICATION

Students enrolled in the MBA program at Canisius College who wish to take graduate level business courses for credit at Saint Joseph’s University must submit the following:

- A visiting student application at sju.edu/JesuitMBA
- A statement from your current institution indicating that you are in good academic standing and have permission to take the course(s) at SJU.
- Completed JEBNET Jesuit MBA Exchange form, signed by the director of your MBA program (download at sju.edu/JesuitMBA).

Plan your customized MBA concentration by choosing any 3 elective courses (9 credits) in Food Marketing. Each course is delivered online over a period of 8 weeks. Canisius MBA students may get started as soon as the Summer 2019 semester. Industry-focused courses include:

- Food Marketing Strategy
- Food Marketing Research
- Consumer Insight and Food Consumer Behavior
- Communications in Food Marketing
- Overview of the Food Industry and Food Management
- Food Marketing Analytics, Data, Forecasting and Pricing
- Innovation and New Product Development
- Multi-Cultural & International Food Marketing
- Food Retail Marketing
- Food Policy, Sustainability & Consumer Wellbeing
- Foodservice Marketing Management
- Digital Strategy for Food Marketing

For course descriptions, and to obtain Course Registration Numbers (CRN) for future semesters, please call 610-660-3155 or e-mail gradfood@sju.edu

Ranked 12th in the Nation among specialty marketing programs by U.S. News & World Report

Haub School of Business

sju.edu/JesuitMBA