

Saint Joseph's University

BS in Business Administration - Food Marketing Major Curriculum Requirements

Name _____

ID # _____

General Education Program (GEP)

Signature Courses

1.		First Year Seminar (XXX 150)	
2.		PHL 154 Moral Foundations	
3.		Theology Signature Core (THE 153, THE 154, or THE 155 will fulfill the req.)	
4.		ENG 102 Texts and Contexts	
5.		HIS 154 Forging the Modern World	
6.		Faith and Reason Course (pre-reqs: THE 154 and PHL 154)*	
		INT 151 Inequality in American Society. (Required for students entering Fall 2023 and later)	

Variable Courses(The number of variable courses vary depending on language placement and natural science)

7.		Art, Music/Theatre/Film, or Li	
8.		Math (Beauty)	
9.		CHM 112/112L Food Chemistry + lab (Natural Science GEP)	
10.		Non-Native Language I	
11.		Non-Native Language II	
12.		ECN 101 Microeconomics	
13.		PHL Anthropology (Pre-req: PHL 154)	
14.		Religious Difference (THE/REL)	
15.		English 101: Craft of Language	

Integrative Learning Courses (3 courses)

16.		ECN 102 Macroeconomics	
17.		PSY 100 Intro to Psychology or SOC 101 Intro to Sociology	
18.		Any College of Arts & Science course (cannot double dip with a Signature Core or a Variable Core requirement)	

Overlays (All students must complete the W-I, E-I, and DGNW overlay. The Class of 2025 forward must also complete the additional Diversity overlay.)

	Writing-Intensive (Pre-req: ENG 101)	
	Ethics-Intensive (pre-req: PHL 154)	
	Diversity/Global/Non-Western (SOC 101 fulfills the diversity overlay)	
	Diversity (Class of 2025 forward only)	

Business Core Requirements

(10 courses + DSS100)

		DSS 100 Excel Competency (1-credit)
19.		ACC 101 Financial Accounting
20.		ACC 102 Managerial Accounting
21.		DSS 200 Artificial Intelligence in Business
22.		DSS 210 Business Statistics
23.		DSS 220 Business Analytics
24.		FIN 200 Introduction to Finance
25.		MGT 360 Legal Environment of Business I
26.		MGT 110/120 Essentials of Organ Behavior or Essentials of Management
27.		MKT 201 Principles of Marketing
28.		BUS 495 Business Strategy

Food Marketing Major Courses

29.		FMK 202 Overview of the Global Food Industry
30.		FMK 318 Retail Food Marketing Management
31.		FMK 301 or FMK 722 Food Marketing Research
32.		FMK 302 Understanding Food Customers and Consumers
33.		FMK 303 Food Marketing Communications
34.		FMK 401 or FMK 713 Food Marketing Strategy

Electives

A minimum of 18 free elective credits are required

35.		Free Elective	
36.		Free Elective	
37.		Free Elective	
38.		Free Elective	
39.		Free Elective	
40.		Free Elective	

(updated February 2023)

Department Contact information

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Mandeville 222

Typical Course Sequence - Food Marketing Major

	Fall	Spring
FIRST YEAR	DSS 100 Excel Competency	INT 151 Inequality in America. Soc.
	ACC 101 Financial Accounting	ACC 102 Managerial Accounting
	ENG 101 Craft of Language (or AP credit)	ENG 102 Texts and Contexts
	First Year Seminar or MGT 110 or 120	MGT 110 or 120 or First Year Seminar
	Math Beauty	ECN 101 Microeconomics
	Foreign Language	Foreign Language
SOPHOMORE YEAR	FMK 202 Overview of Global Food Industry	FMK 318 Retail Food Mkt. Mgmt.
	DSS 200 Artificial Intelligence in Business	DSS 220 Business Analytics
	DSS 210 Business Statistics	ECN 102 Macroeconomics [ILC 1]
	MKT 201 Principles of Marketing	FIN 200 Introduction to Finance
	Theology Signature Core (THE 153, 154, or 155)	PHL 154 Moral Foundations
JUNIOR YEAR	FMK 301 or FMK 722 Food Marketing Research	FMK 302 Customer and Consumer
	CHM 112+112L Food Chemistry	FMK 303 Food Marketing Comm
	HIS 154 Forging the Modern World	Philosophical Anthropology
	MGT 360 Legal Environment of Business I	PSY 100 or SOC 101 [ILC 2]
	ELECTIVE	ELECTIVE
SENIOR YEAR	FMK 401 or FMK 713 Food Marketing Strategy	BUS 495 Business Strategy (either semester)
	Fine Arts/Literature	Faith and Reason
	Religious Difference	Integrated Learning Course 3 [ILC 3]
	ELECTIVE	ELECTIVE
	ELECTIVE	ELECTIVE

- DSS 100 Excel Competency is a one credit online course that must be completed by the end of freshman year. The course is offered in fall and spring semesters and is a pre-requisite for ACC 102 and DSS 200.
- DSS 210 is a prerequisite for DSS 220. DSS 200 is not and can be taken either semester.
- FMK 318 and DSS 210 are prerequisites for FMK 301, in addition to FMK 202 or MKT 201
- All other FMK courses requirements must be satisfied before taking FMK 401
- **Integrative Learning Courses:** 1) ECN 102 Macroeconomics, 2) SOC 101 Intro to Sociology (also fulfills the Diversity Overlay requirement), 3) Any course in the College of Arts and Science. This course cannot double dip with a Signature Core Course or a Variable Course requirement.
- **Overlays:** In selecting courses, all students are required to identify courses that meet the overlay requirements in the areas of 1) Diversity, Globalization or Non-Western Area Studies, 2) Ethics Intensive and 3) Writing Intensive. Students in the Class of 2025 forward must also complete an additional Diversity overlay (4th overlay). Many of the courses already in your schedule may cover these overlays.