



Course Description

BUS393_01 Food Retail Management

This course is the foundation course for a food marketing track. The objective of the course is to familiarize students with the global food industry at all levels and in all segments. Basics of food distribution, wholesaling and retailing, both on the retail and foodservice sides of the business, will be covered. The course will also cover the critical issues impacting the industry including the decline of food at home, the growth of foodservice and the food-away-from-home market, the impact of consolidation, increasing concentration and globalization on the industry's structure, conduct and performance. The course may include both tours of food facilities and industry speakers.

The majority of today's food retailers and wholesalers are performing marketing activities previously associated solely with CPG (Consumer Package Goods) suppliers. Using a cross functional class lecture/discussion (in-store and on-campus) approach as well as guest speakers, cases, and industry leader visits, students learn the application of traditional marketing strategies, concepts and tactics to food retailing and wholesaling.

Credit hours: 3.

BUS325 is a pre-requisite for this course*

Student Learning Objectives -

At the conclusion of this course, the student should be able to:

- Comprehend the global food industry at all levels and in all segments.
- Have a deep working knowledge of food distribution, wholesaling and retailing, both on the retail and foodservice sides of the business.
- Determine and apply the critical issues impacting the industry including the decline of food at home, the growth of foodservice and the food-away-from-home market, the impact of consolidation, increasing concentration and globalization on the industry's structure, conduct and performance.
- Participate in tours of food facilities and relate to industry speakers.
- Describe and solve the factors that impact a food retailer's marketing strategy.
- Describe, discuss, and apply the concepts and processes of market segmentation, target market selection, and positioning in a food retail setting.