Food industry management

W. P. Carey Career Services: Business degree fast facts

The W. P. Carey business degree in food industry management can open the doors to an exciting career with global impact. Learn mission-critical skills in applied finance, strategy, marketing, human resources, and supply chain management necessary for success in any food-related enterprise. The program prepares students for business careers in the processing, marketing, and distribution of food beyond the farm to retail stores, restaurants, and institutions.

Students in the food industry management program take courses specific to the food industry, including food advertising and promotion, microeconomic analysis of food markets, food supply networks, food retailing, and food product innovation and development. Every course addresses theoretical approaches, analytical methods, and industry practice unique to the food industry.

The food industry management program was developed in close coordination with partners in the food industry to help ensure graduates have the knowledge and skills needed to become immediate leaders.

Pursue diverse career opportunities

- Advertising manager
- Agricultural manager
- Director of food service operations
- Food marketing analyst
- Marketing manager
- Market research specialist
- Product developer
- Quality control inspector
- Retail sales representative
- Wholesale and retail buyer

Map your future in food industry management

**Food service manager**

Interview, hire, train, and lead employees. Oversee the inventory and ordering of food and beverage, equipment, supplies, and monitor food preparation methods, portion sizes, and the overall presentation of food. Comply with health and food safety standards and regulations. Monitor the actions of employees and patrons to ensure everyone’s personal safety, investigate and resolve complaints regarding food quality or service, maintain budgets and payroll records, and review financial transactions. Establish standards for personnel performance and customer service.

**Director of food service operations**

Assist with the proofreading and editing of articles, op-eds, and other written materials. Provide administrative support, handle correspondence, scheduling, and respond to requests for information. Manage budgets, including preparing budgets and tracking monthly statements, creating and updating Excel spreadsheets, and preparing vouchers for reimbursement. Assist with social media outreach. Coordinate events.

**Product developer**

Lead in the collection and assessment of information on buyer preference, competitor products, and other business intelligence to make sound development recommendations. Facilitate project completion by being liaison between product samples and technical specifications in development. Conduct research, perform data analysis, and provide accurate results and recommendations for final products as necessary. Perform technical reviews of nutrition fact panels against formulas and vendor specifications. Evaluate, approve, and release finished product samples for shipment and sale as necessary.

**Wholesale and retail buyer**

Purchase goods for resale to consumers (e.g., agricultural products for further processing or resale). Examples of these products include grain, cotton, and tobacco. Purchasing specialists who buy finished goods for resale are commonly known as buyers or merchandise managers. Buyers who work for large organizations usually specialize in one or two lines of merchandise. Buyers who work for small stores may be responsible for buying everything the store sells.

**Quality control inspector**

Ensure that food will not make people sick. Monitor or observe operations to ensure that they meet production standards, and recommend adjustments to the process or assembly. Inspect, test, or measure products being produced, remove all products and materials that fail to meet specifications, and accept or reject finished items while reporting inspection and test data.
Advertising manager
Create interest among potential buyers of a product for a department, for an entire organization, or on a project/account basis. Work in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in organizations that advertise heavily. Work with sales staff and others to generate ideas for an advertising campaign. Oversee the staff that develops the advertising.

Add value to your degree
As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

Business School Council (BSC)
facebook.com/asuBSC
Your opportunity to learn, grow, and develop leadership and professional skills through greater involvement with the W. P. Carey School of Business. BSC members inform students about matters regarding W. P. Carey, represent business students to the greater ASU community, and increase student-faculty relations within W. P. Carey.

Arizona Food Marketing Alliance (AFMA)
afmaaz.org
Represents and advocates the interests of the Arizona retail food industry and their supplier partners in legislation, regulation, education, and other appropriate services.

Contact
Visit wpcarey.asu.edu/sos to schedule an appointment with your advisor or career coach.

Association of Nutritional and Food Service Professionals (ANFP)
anfponline.org
ANFP is the nation’s leading source for nutrition and food service professionals, promoting career development, setting best-practice standards, and strengthening the profession of nutrition and food service management.

International Food and Agribusiness Management Association (IFAMA)
ifama.org
Provides members with multiple vehicles for information sharing, knowledge advancement, discussion and debate, networking, and career development.