Food industry management

W. P. Carey Career Management and Employer Engagement: Business degree fast facts

The W. P. Carey business degree in food industry management delivers the finance, strategy, marketing, human resources, and supply chain management skills necessary for success in any food-related enterprise. Food industry management graduates are prepared to pursue business careers in the processing, marketing, and distribution of food beyond the farm to retail stores, restaurants, and institutions.

Students will take courses specific to the food industry including food advertising, 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 practices unique to the food industry.

Average food industry management salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to range from $35,000 to $55,000 for new W. P. Carey graduates.¹

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, beverage, equipment, and supplies. Monitor food preparation methods, portions sizes, and the overall presentation of food.

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 and 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 a 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. Products could include grain, cotton, and tobacco. Purchasing specialists who buy 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.

Quality control inspector
Check food products to make sure they are up to health industry standards. Monitor or observe operations to ensure they meet production standards, and recommend adjustments to the process. 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
Use advertising strategies to create interest among potential buyers of a product for a department, an entire organization on a project, or account basis. Work in agencies that put together campaigns for clients or 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 campaigns and oversee staff that develops the advertising.

¹ Average food industry management salaries

ASU W. P. Carey School of Business
Arizona State University
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)**
[www.wpcbsc.com](http://www.wpcbsc.com)

An 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)**
[www.afmaaz.org](http://www.afmaaz.org)

AFMA represents and advocates the interests of the Arizona retail food industry and its supplier partners in legislation, regulation, education, and other appropriate services.

**Association of Nutrition and Food Service Professionals (ANFP)**
[anfponline.org](http://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)**
[www.ifama.org](http://www.ifama.org)

IFAMA provides members with multiple vehicles for information sharing, knowledge advancement, discussion and debate, networking, and career development.

Contact

Visit [asu.joinhandshake.com/appointments](http://asu.joinhandshake.com/appointments) to schedule an appointment with your career coach.

1 National Association of Colleges and Employers Salary Survey