Bachelor of Arts in Business with a Concentration Food Industry Management

A degree in business with a concentration in food industry management from the W. P. Carey School 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 a different issue in where theoretical approaches, analytical methods, and industry practice are unique to the food industry. Such industry-specific skills and understanding cannot be obtained in a traditional business degree.

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.

Job Titles and Careers for Food Industry Management Majors

Employment is projected to increase rapidly, but competition for jobs is expected to be intense. Average food industry management salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the W. P. Carey graduate range of $35,000 – $60,000. ¹

- Food Service Manager
- Director of Food Service Operations
- Product Developer
- Wholesale and Retail Buyer
- Quality Control Inspector
- Advertising Manager
- Agricultural Manager
- Marketing Manager
- Food Marketing Analyst
- Retail Sales Representative
- Market Research Specialist

Food Service Manager
Food service managers interview, hire, train, and lead employees. They oversee the inventory and ordering of food and beverage, equipment, supplies, and monitor food preparation methods, portion sizes, and the overall presentation of food. They comply with health and food safety standards and regulations. They also 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. Food service managers also establish standards for personnel performance and customer service.

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 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 Facts Panels against formulas and vendor specifications. Evaluate, approve, and release finished product samples for shipment and sale as necessary.

Quality Control Inspector
Quality control inspectors ensure that your food will not make you sick. They monitor or observe operations to ensure that they meet production standards, and recommend adjustments to the process or assembly. They 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 Managers
Advertising managers create interest among potential buyers of a product for a department, for an entire organization, or on a project/account basis. They 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. Advertising managers work with sales staff and others to generate ideas for an advertising campaign. They oversee the staff that develops the advertising.
Student Organizations

Business School Council
facebook.com/asuBSC?fref=ts

Professional Associations

Arizona Food Marketing Alliance (AFMA)
afmaaz.org

The Arizona Food Marketing Alliance represents and advocates the interests of the Arizona retail food industry and their supplier partners in legislation, regulation, education, and other appropriate services.

Arizona Restaurant Association (ARA)
azrestaurant.org

Since 1939, the Arizona Restaurant Association (ARA) has been honored to represent and serve Arizona's flourishing restaurant industry. As a nonprofit association, our most cherished roles are to advocate, educate, and collaborate in any way that better assists our membership. Our basic tenets involve escalating awareness of food safety and healthy living, bolstering a thriving industry workforce, increasing profitability, and driving business to restaurants and industry associates.

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 foodservice management.

International Food and Agribusiness Management Association (IFAMA)
ifama.org/default.aspx

IFAMA's mission is achieved through providing members with multiple vehicles for information sharing, knowledge advancement, discussion and debate, networking, and career development.

Professional Publications and Websites

Food Marketing Institute (FMI)
fmi.org

The Food Marketing Institute provides a comprehensive education program for various levels and functions of grocery distribution personnel. From online education to research, webinars to live conferences, FMI provides an opportunity to gain new skills and knowledge in the changing economic, social and governmental environment in which the food retailing industry operates. As the largest trade association of its kind, FMI offers its members a diversity of services that range from helping the small independent operation remain competitive, to assisting wholesalers to develop the latest distribution systems, to identifying consumer attitudes toward food safety, solid waste, new products and the like.

Food Product Design
foodproductdesign.com

When working on new products or reformulation of foods and beverages, critical knowledge about an ingredient, a specific application or the market direction can mean the difference between the project's failure and its success. To help you quickly access that information, we’ve gathered pertinent features from Food Product Design, print and online, into the Food Product Design Content Library.

The Gourmet Retailer
gourmetretailer.com

The Gourmet Retailer's editorial mission is to provide aggressive and successive specialty food and kitchenware retailers with information on merchandising, store operations/education, new product news, product category knowledge, and trends that helps them meet the needs of their customers while increasing store sales and profits.

AGCareers.com
agcareers.com

AgCareers.com offers human resource professionals a number of tools and resources to streamline their daily operations. These items include the Compensation Benchmark Review, the Agribusiness HR Review Report, training and consulting, and much more.

Supermarket News
supermarketnews.com

Supermarket News is the only nationally circulated weekly trade magazine for the food distribution industry. This website keeps readers up to date between weekly issues by posting daily news briefs and offering a free daily email-alert service. Executives use SN's coverage as their primary information source for industry news, trends, and product features. The publication's readership includes retailers, manufacturers, brokers, analysts, association executives, and others connected to the industry. The publication is recognized as the authoritative voice in its field because it operates with the largest and most experienced staff of news gatherers and editors in the industry. Its weekly print magazine circulation ensures its news timeliness, and its daily online reporting has become a very popular feature.

1 National Association of Colleges and Employers, 2013 Spring Salary Survey

Who can you talk to?

Polytechnic Campus
480-727-5183

To schedule an appointment:
wpcarey.asu.edu/sos