Increasing Awareness of and Enrollment in the Food and Consumer Packaged Goods Marketing Program

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For:

Agenda

- Background
- Past Performance
- Methodology
- Key Findings
- Summary
Background

To prepare students for professional careers in the food industry and provide the tools necessary for continuous professional growth. This mission shall be achieved through a program dedicated to a balance of strong academic principles and industry-related work experience.

- Enrollment problems, along with my own observations of the path of discovery of the Food/CPG Marketing Program by students, led me to ask the question – How can we improve awareness of the program?
- I fielded a survey that would hopefully help me gain some insight into the answer to this question.

"Fun, Informational, and great professors."

Past Performance

![Enrollment by Number of Students](image)

- Both Food/CPG Marketing and SMB decreased by 24% from 2008-2011
- SMB has roughly 2.5 times more students in all periods.
- Total Department of Marketing on an 11-year low, 45% drop from 2005.

"Great program with great professors; wish I could switch."
Methodology

- Maximum of 17 questions
- 5-10 minutes
- Closed and open-ended questions
- Entered for a chance to win 1 of 3 $20 Subway gift cards, extra credit depending on class
- Submitted to 6 HCoB classes
  - BUS 1750
  - MKT 2500
  - MKT 2900
  - MKT 3710
  - MKT 3910
  - MKT 4920
- Fielded for 1 week among Food/CPG Marketing and non-Food/CPG Marketing Majors

"Excellent program with great teachers who actually care about students getting jobs when they graduate from college."

Key Findings – Comparison of 2 Groups

- **Majoring in the program**
  - 25% of sample
  - 65% males
  - 35% females
  - 100% in state

- **Not majoring in the program**
  - 75% of sample
  - 50% males
  - 50% females
  - 86% in state
  - 14% out of state

"Food Marketing seems extremely interesting, fun, and a new exciting experience."
How did you hear about the program?

- Over 80% in major heard about it through personal communication
- 67% not in major heard about it through personal communication
- A larger percent of students who are not in the major heard about it from an information session, promotional sign, or business bash.

“One of Haworth’s top programs.”

Analyzing the Attributes – Top-2 Box Agreement

- Top for not in major was high job placement
- Top for in major was the Food Marketing Association
- Worst ranked was case competitions for both
- Largest gap
  - Food Marketing Conference – 41pt.

“Small classes and an almost "clique" of a degree, has allotted for the Food Marketing Program to have 100% job placement.”
Analyzing Attributes – What’s it mean?

- Look at top 5 scoring attributes of not in major to see what communication attracts new students.
  1. High job placement
  2. Recruitment by business
  3. Business networking
  4. Internships
  5. Small classes
- Look at last 5 scoring attributes of not in major to see what should be less prioritized in communication.
  1. Case competitions
  2. Food Marketing Conference
  3. Other Food Marketing Students
  4. Food Marketing Association
  5. The Food Marketing degree itself

“The food marketing program offers food marketing majors a great opportunity to meet, learn and compete in a welcomed environment.”

95% of non majors said they had not negative perceptions of the Food/CPG Marketing Program!

“A top ranked program with a high demand for employees.”
Obstacles to Joining the Major

- Uncontrollable
  - Lack of interest in the field
  - Too late into another major to switch

- Controllable
  - Not enough information
  - Not knowing about the program soon enough
  - Limited class availability
  - Lack of confidence

"The food marketing program helps students to be prepared to work and market in the food industry."

When did you hear about the program?

- 76% hear about the program after the start of their sophomore year

"Well respected with all of the CPG companies and all of the students in it seem to be very close and bonded."
When did you join the program?

- 59% joined in their junior year
- 16% joined in their senior year
- 24% joined in their sophomore year
- Those who heard about the program in their freshman year, did not join until the spring of their junior year or fall of their senior year.

"Great program that will lead to good job opportunities after college."

Elaborate on the experience of first hearing about the program

- A lot of mentions were around our affiliate associations. Students said how they knew someone in SPO, or they came to a FMA meeting and got hooked.
- Dr. Duke was also another frequent mention for this question.

"I find it to be extremely fascinating! And Dr. Duke is a great Professor."
What do you like best about the major?

- Job placement
- The professors
- The students are such a close knit group
- Experiences outside the classroom
  - Study Abroad
  - Tour
- Structure of the program, classes offered

"I know that it's nationally ranked and the staff is very qualified with their immense expertise."

If you could change one thing...

- "Absolutely nothing"
- "More people/awareness"
- "Nothing really, I truly enjoy the program"
- "That there were more options to find out about this sooner"
- "Increase the amount of classes that are directly related to Food and CPG Marketing."
- "More widely promoted."
- "I think it's good how as is."

"Amazing professors, interesting classes, many job opportunities."
Summary

- Use less personal forms of communication as sort of an attention grabber and “pathway” that directs the receiver towards one of the more personal communication vehicles.
- The largest gaps in attributes occurred in all the attributes that were specifically unique to the program.
- Utilize attribute scores to steer towards what factors should be more communicated over others.
- Tackle confidence as a barrier to enrollment.
- Figure out if there is a way to use the Food/CPG Marketing Program as a draw to get students to come to WMU out of High School.
- Try to get communication about the program to students earlier in their college careers.

Questions?