Food Marketing Conference, 2016- Food and CPG Marketing Programs

Haworth College of Business

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Western Michigan University’s Haworth College of Business

MISSION STATEMENT

The Haworth College of Business provides high-quality student-centered business education through teaching, research and service activities that deliver exceptional intellectual and economic value to regional and international communities.

CREED

“Partners for Business Knowledge and Leadership”

The Food and CPG Marketing Program is housed within the Haworth College of Business, which offers more than thirty different specializations through its departments of Accountancy, Business Information Systems, Finance and Commercial Law, Management, Marketing, and Military Science.

Ranked among the largest undergraduate business programs in the nation, the Haworth College of Business has an enrollment of over 4,000 undergraduate and 300 MBA and MSA students. The undergraduate and graduate programs are fully accredited by the Association to Advance Collegiate Schools of Business (AACSB International).
Western Michigan University’s Food & CPG Marketing Program

MISSION STATEMENT

The mission of the Food & CPG Marketing Program is 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.

Western Michigan University is one of a select number of leading universities in the United States which offers a four-year business degree specializing in Food & CPG Marketing. The Food & CPG Marketing major integrates specialized career preparation in all aspects of Food & CPG Marketing with broad managerial training in accounting, business communication, computer information technology, economics, finance, law, and management.

WMU’s Food & CPG Marketing Program offers students the benefits of financial assistance, personal attention, experienced faculty and practical job experience through internships.

Over the past 57 years, WMU’s Food & CPG Marketing Program has become widely recognized within the food industry for educating future industry leaders. Its graduates are heavily recruited by leading firms from all segments of the food & CPG industries -- including manufacturers, brokers, wholesalers, retail chains, independent store operators, food services, and marketing research firms.

www.wmich.edu/foodmarketing
Michigan Grocers Association
A PROUD PARTNER OF
Western Michigan University's
Food and CPG Marketing Program

Michigan Grocers Association
 221 North Walnut Street
 Lansing, Michigan 48933
MichiganGrocers.org  800-947-6237

29th Annual Golf Outing
June 16 • The Emerald Golf Course • St. Johns, MI

Fall Conference & Show
September 18-20, 2016
Boyne Highlands Resort
Harbor Springs, Michigan
Engaging speakers, new products and services, unmatched networking
www.michigangrocers.org/events

Sponsor of MGA’s Paul M. Felice/Food Marketing Scholarship at WMU
Western Michigan University's Marketing Department

Western’s marketing program is AACSB accredited and ranks among the largest in the nation – serving over 1000 majors and minors, and numerous MBA students. The Department of Marketing has over 20 faculty members and offers students the choice of majoring in General Marketing, Advertising and Promotion, Sales and Business Marketing, Food and Consumer Packaged Goods Marketing, Sport Specialization, Electronic Business Marketing and Integrated Supply Chain Management.

Marketing Department Faculty and Staff

**Dr. Mushtaq Luqmani**, Professor & Chair, Marketing, Purchasing Management, Global Marketing

**Ms. Jessica Pelkey**
Office Coordinator, Marketing

**Ms. Lisa Youtzy**
Food Marketing Coordinator

**Dr. JoAnn Atkin**, Associate Professor
Advertising, Marketing, E-biz

**Dr. Jim Eckert**, Associate Professor
Marketing Principles, Professional Selling, Negotiation

**Dr. Bruce Ferrin**, Associate Professor
Logistics, Supply Chain Management

**Dr. Jim Ferguson**, Part-time Instructor
Marketing Strategy, Electronic Marketing

**Dr. Frank Gambino**, Professor and Director of Food/CPG Program, Retail Merchandising, Category Management

**Mr. Greg Gerfen**, Part-time Instructor
Advertising, Consumer Behavior

**Dr. Robert Harrison**, Associate Professor
Marketing Principles, Consumer Behavior

**Dr. Karen Lancendorfer**, Associate Professor and Director of Advertising & Promotion Program; Consumer Behavior; Advertising

**Dr. Thaweephan “Duke” Leingpibul**, Associate Professor
Logistics, Supply Chain Management, Food/CPG Marketing

**Ms. Zahida Luqmani**, Instructor
Marketing Principles, International Marketing, Global Business

**Dr. Alhassan Mumuni**, Associate Professor
Marketing Strategy, Marketing Research

**Dr. Stephen Newell**, Professor
Professional Selling, Business Marketing Strategy, Negotiation

**Dr. Kelley O’Reilly**, Assistant Professor
Professional Selling, Sales Management, Advertising

**Dr. Zahir Quraeshi**, Professor
Multinational Marketing, Global Business

**Dr. Robert Reck**, Professor
Purchasing Management, Logistics, Business Enterprise

**Mr. Robert Samples**, Instructor
Professional Selling, Marketing Principles, Food/CPG Marketing

**Mr. Phil Straniero**, Executive-in-Residence Food/CPG Marketing Program; Food Marketing Strategy, Food & CPG Sales

**Dr. Ann Veeck**, Professor
Marketing Principles, Marketing Research, Global Marketing

**Mr. John Weitzel**, Master Faculty Specialist
Advertising, Creative Strategy, Sports Marketing

**Dr. Marcel Zondag**, Assistant Professor
Food/CPG Marketing, Distribution Logistics, Global Business
Dr. Frank M. Gambino is the Director of the WMU Food/CPG Marketing Program at WMU and a professor in Marketing. Prior to joining the Western faculty, Frank spent 15 years in the food retailing industry with experiences in corporate merchandising with responsibilities for promotion, purchasing, pricing and retail operations. At WMU, Frank has been awarded the Teaching Excellence Award and Haworth College of Business Service Award. In 2009, Frank was awarded the Distinguished Industry Service Award by the Michigan Food & Beverage Association. Dr. Gambino currently serves on the Board of Directors for SpartanNash in Grand Rapids, MI and on the Retail Site Development Committee for Wakefern’s Board of Directors in Elizabeth, New Jersey. He is the current Chair of the Food Industry University Coalition and serves on the Category Management Association’s Higher Education Advisory Council. He is the secretary to the Western Michigan University Food Industry Advisory Board. Frank is a past member of the board of directors to Alliance Foods and the Food Distribution Research Society, as well as a past member of the WMU Faculty Senate.

Dr. Mushtaq Luqmani is a Professor of Marketing and International Business and the Chair of the Marketing Department in the Haworth College of Business at Western Michigan University. He has a B.S. in Chemical Engineering from Indiana Institute of Technology and an MBA and Ph.D. in Marketing from Michigan State University with specializations in International Business and Logistics. His dissertation research and subsequent work was based on the study of food distribution systems in emerging markets. He has taught numerous courses including food marketing and distribution strategy, marketing research, purchasing and supply chain management, global sourcing, and international marketing and business related courses for 30 plus years both in the U.S. and abroad. He is widely published and his articles have appeared in prestigious journals both nationally and internationally. He is a Past President of the West Michigan Chapter of the American Marketing Association and currently serves as a Co-Director of EDGE, a U.S. Department of Education Grant Project.

Dr. Duke Leingpibul is an Associate Professor in the Marketing and Supply Chain Management at Western Michigan University. After he received his BS degree in Food Science and Technology, he worked as a food scientist for five years for Nestle (Thailand) before pursuing his MBA degree in CIS, Marketing, and Logistics and his PhD degree in Logistics and Marketing from the University of Tennessee in the U.S. Duke has taught several classes in Logistics and Transportation Management, Logistics Modeling, Supply Chain Management, and Supply Chain and Logistics Analytical Tools. His research interests include logistics & supply chain, e-commerce, international business, Structural Equation Modeling, and demand management. He has been track chair for several years at the annual Decision Science Institute. Duke is very active as a guest speaker and consultant with several Thai corporations, including the Thai government.

Mr. Phil Straniero joined Western Michigan University in spring 2002 as an Executive-In-Residence. He received a Bachelor of Science degree at Kent State University and has been an active member of the food industry for over 50 years. Upon graduation from Kent, he joined The Kellogg Company where he spent sixteen years in a variety of sales and sale management positions across the U.S. In 1987 he was promoted to Kellogg HQ in Battle Creek, Michigan and held a variety of executive positions within Kellogg’s sales group including Vice President, Trade Marketing and most recently Vice President, Sales Development. He retired from Kellogg in August, 2001 and has been a member of the Food Marketing Advisory Board for 20 years. In addition to supporting the Food Marketing Program’s industry and alumni efforts, he teaches Food Marketing Issues and Strategies and our Food/CPG Sales Class. Phil currently serves on the Board of Directors of Alliance Foods in Coldwater, Michigan and Plumbs, Inc., Muskegon, Michigan.
**Food Marketing Faculty & Staff**

**Dr. Marcel M. Zondag** is Assistant Professor of Marketing at Western Michigan University. Dr. Zondag earned a JD from Erasmus University, Rotterdam, The Netherlands and MBA and PhD degrees from the University of Tennessee, Knoxville. Before entering academia, Dr. Zondag spent 20 years in the global aerospace and defense industry in different senior management positions in Europe, Asia, and North America. Dr. Zondag’s research focuses on in-store execution of shopper marketing events, relationship and sales management in the food/CPG value chain, Customer Lifetime Value, and Supply Chain Management. Dr. Zondag has taught undergraduate, MBA, and Executive MBA classes in (global) marketing strategy, sales management, and supply chain management. Dr. Zondag is a regular presenter at academic and industry conferences and consults with different organization on sales and marketing execution management.

**Dr. Ann Veeck** is Professor of Marketing in the Haworth College of Business at Western Michigan University in the U.S. She has studied the food market systems of China for over twenty years, conducting field projects in numerous cities, including Nanjing, Beijing, Yangzhou, Changchun, and Shijiazhuang. She has served as a visiting professor at Jilin University and Yangzhou University. Her China-related research has been published in numerous journals, edited volumes, and proceedings. In addition, she is a co-author of the textbook *Marketing Research* (Burns, Veeck, and Bush [2016]; Pearson Press). She received the Haworth College of Business Teaching Award in 2013 and the national Axcess Capon Teaching Innovation Award from the Marketing Management Association in 2012. Veeck holds a Master of Marketing Research from the University of Georgia and a Ph.D. in marketing from Louisiana State University.

**Mr. Bob Samples** joined Western Michigan in the Fall of 2014 as an instructor, following a successful 33 year career with Hormel Foods Corporation. Bob joined Hormel following his graduation from Southern Illinois University, where he was a student athlete and D-1 All American swimmer. As he progressed from sales to management roles, Bob received his MBA from Mississippi College and later went through the Executive Food Marketing program at USC in Los Angeles. Bob joined Hormel's executive leadership ranks in 1993 where his last role was Vice President of Sales and Marketing at Hormel’s - Farmer John Foods division in California. Bob has served on the Western Michigan Food Marketing Advisory board since 2007. He was also co-chair of the CMA team that wrote and published the Certification Standards for Category Management, now in use across the country. As a frequent conference speaker Bob has been recognized by the Shopper Marketing Institute’s "Who’s Who" each year since 2009. Bob currently teaches Professional Sales, Internet Marketing, Marketing Behavior and Marketing Principles at WMU. Bob is also a member of the HCOB Strategic Planning advisory council for the university.

**Lisa Youtzy** joined the Food/CPG Marketing staff in September, 2007 as our Food Marketing Office Administrative Assistant. Prior to joining the staff, Lisa was the Office Assistant in the Department of Accountancy and spent her first year at Western Michigan University in the Parking Services Department. Lisa is our contact person for setting up industry speaker engagements and job interviews for our students. She is responsible for assisting with our Food Marketing Conference planning and sponsorships, our annual yearbook and program newsletter. Industry members or students who need further information or assistance on our Food/CPG Marketing program can contact Lisa at 269-387-2132 or by e-mail at lisa.youtzy@wmich.edu.
Western Michigan University’s

- Offers an AACSB-accredited BBA degree in Food/CPG Marketing
- One of a few leading universities offering this degree
- Widely recognized among Food and CPG industry leaders

Required Courses Include:

**MKTG 2500 Marketing Principles** - Introduction to the role of marketing in the U.S. and global economy. Emphasis on how organizations create customer value through marketing strategy planning. Topics include buyer behavior, market segmentation, product planning, service quality, promotion, pricing, and managing channel relationships.

**MKTG 2900 Introduction to Food & CPG Industries** - An introductory course designed to provide an overview of the food and consumer package industries. The marketing functions performed by producers, manufacturers, wholesalers, and retailers are examined, along with consumer shopping, purchasing, and consumption behavior.

**MKTG 3710 Marketing Research** – An introduction to the research process as it aids decision making and marketing management. The focus is on the stages of the research process from the planning of research to gathering, analysis, and interpretation of data as it relates to marketing management.

**MKTG 3910 Retail Merchandising** – This course is designed to acquaint students with merchandising principles and applications related to food and consumer package goods. Emphasis is on point-of-sale merchandising, sale promotion, advertising, pricing and shelf management utilized by manufacturers, retailers and wholesalers. Consumer demographics and lifestyle trends will be explored related to store location/design, product and service offerings, and promotional effectiveness.

I really enjoy serving on the Board for several reasons. The most important is to hopefully be of value to the students through my years of experience in the trade. The industry has been very good to me during my career and I would like to return that if it will assist someone else.

Secondly, interacting with the Board Members from different aspects of the industry brings a more rounded approach/solution to our issues.

Sandy Kinney
Retired PepsiCo
Food & CPG Marketing Curriculum

– Graduates are heavily recruited by all segments of the Food and CPG industries
– Combines classroom training with practical experience
– Provides students with exposure to all business functions

MKTG 3970 Food & CPG Internship – Under the direction of a faculty advisor, students seek and obtain a position offering full-time work experience related to the food and consumer package goods industries. Interns are required to submit periodic written reports, and an employer evaluation of their performance.

MKTG 4920 Category Management – This advanced course introduces students to the process of managing product categories as strategic business units in order to produce enhanced business results. Students utilize syndicated market data and information technologies to evaluate market category trends and performance. Applied projects require students to evaluate company performance and to present recommendations for category improvement.

MKTG 4930 Food & CPG Sales – This course introduces selling principles employed within the food and consumer package goods industries. Multi-tier retail channel selling as well as key account headquarters selling practices will be examined. Students apply fact-based selling methods utilizing syndicated market data and category management tools related to the selling process. Extensive role-playing, sales presentations and exercises relevant to the buying process will be used.

MKTG 4940 Food & CPG Marketing Issues and Strategies – This capstone course examines current issues and strategies relevant to the marketing of food and consumer package goods. The course provides an opportunity for students to learn and apply strategic marketing decision processes to establish, sustain, or enhance a firm’s competitive position. Case studies and company projects may be used to demonstrate the importance of relevant issues and strategies.

“I am a proud member of the Food Marketing Advisory Board because it is a way for me to contribute back to my Alma Mater and to help make a difference in the program and students. I am grateful for the Food Marketing education that I received and am very impressed with the quality of students that the program continues to produce.”
Paul Madura
Former Senior Vice President
HEB Food & Drugs
Food/CPG Marketing Electives Include:

**MKTG 3730 Internet Marketing** – This course examines the strategic use of the Internet as an interactive marketing tool. Students analyze models for increasing market effectiveness and learn strategies for evaluating and planning web sites and Internet advertising to achieve positive customer relationships.

**MKTG 3740 Advertising and Promotion** – A comprehensive survey of basic principles of advertising and promotion. Students are introduced to the fundamentals of Integrated Marketing Communications.

**MKTG 3770 Sales Promotion** – This course is designed to introduce the student to the principles and practices of sales promotion.

**MKTG 3920 Applied Marketing Analysis** – This course is designed to actively involve students in an applied marketing research project, working with a business, nonprofit, or government organization.

**MKTG 3960 Survey of Food & CPG Industries** – An intensive two-week survey of manufacturers, retailers, wholesalers, and technology firms. Company visits include presentations by industry executives and tours of facilities.

**MKTG 4730 Interactive Market Strategy** – This is an applied course in interactive marketing strategy development. It covers principles, methods, and applications of direct mail, catalog, telemarketing, internet and other electronic media to the selling of goods and services. Student teams develop a complete interactive marketing strategy involving research, marketing plan, media plan, creative plan and execution, and budget for current case situation.

**MKTG 4760 Retail Management** – This course focuses on professional management of retail companies. It addresses all levels of management responsibility within retail merchandising and store operations divisions.

**MKTG 4770 Consumer Behavior** – Students investigate, analyze and interpret the extensive body of research information on consumer behavior, considering both the theoretical and practical implications.

**MKTG 4780 Special Topics in Marketing** – Study of advanced topics within the marketing discipline. The course topic will be indicated in the student record.

In addition to the specialized Food & CPG Marketing curriculum outlined above and on the previous pages, all food marketing students are required to take coursework in a broad range of academic disciplines. Required areas of study include: Accounting, Behavioral Science, Business Communication, Business Enterprise, Business Process Productivity, Economics, End-User Computing, Finance, General Education, Information and Communication Infrastructure, Legal Environment, Mathematics and Statistics, Organizational Behavior and Strategic Business Solutions.
Ten Reasons Why An Employer Should Hire A Western Michigan University Food & CPG Marketing Major

1. Western Michigan’s unique Food & CPG Marketing Curriculum combines practical preparation in all aspects of food and consumer package goods marketing with cross-functional training in all business disciplines.

2. Western Michigan University is one of a select number of leading universities in the United States that offers an AACSB-accredited, four-year business degree in Food and CPG Marketing.

3. Western’s Food & CPG Marketing Program is widely recognized throughout the food and CPG industries for the development and placement of future industry leaders.

4. Graduates are heavily recruited by leading firms from all segments of the food and CPG industries.

5. Every Food & CPG Marketing student receives hands-on training in computer information technology, including shelf and category management applications.

6. Required internship experience enables students to “hit the ground running” after graduation.

7. Through participation in the annual Food & CPG industries survey course, a two-week study-tour of approximately 24 companies, students are exposed to all segments of the industry from the point of production to the table of the consumer.

8. FMC -- the annual Food Marketing Conference -- allows students the opportunity to become involved in planning a major industry conference.

9. The Executive on Campus Speaker Series brings students and food industry leaders together -- allows students in the program to become more familiar with the job market and emerging industry trends.

10. WMU Food & CPG Marketing students come with ENTHUSIASM and EXPERIENCE - - and a COMMITMENT to the FOOD and CPG INDUSTRIES!
What makes a WMU Food & CPG Marketing student different from students at other schools? Our food marketing students not only receive a quality education, but the required internship element in the major allows them to apply classroom learning in a real-world setting. Interns work in a variety of workplace settings such as retail management, sales and marketing distribution and marketing information technology. These experiences assist in better preparing our graduates for the many challenges they will face in today's highly competitive work environment. Employers must agree with our formula, because our graduates are in high demand with a near 100% placement rate upon graduation.
It is an honor and my pleasure to be part of the WMU advisory board and to continue to work with the students at WMU. As a recipient of a BBA and MBA from WMU, I know firsthand how the food marketing program has been paramount to my career and my passion for the CPG industry. Volunteering my time to participate on the board and mentoring the students inspires me to think differently, continue to stretch and grow within my career and use my experience to help guide the students as my professors thankfully did for me.

Nicole Boelman
National Account Manager
Pinnacle Foods
Each spring the Food & CPG Marketing Program offers a unique course entitled Survey of Food & CPG Industries, which provides students a first-hand view of industry in action. The class is a two-week business tour of Food & CPG companies within the Great Lakes Region of Michigan, Indiana, Ohio, Illinois and Wisconsin. The ambitious itinerary provides students an insight into the food distribution system from its early stages in agriculture through its final journey onto America’s dinner table. Students visit company sites specializing in agriculture, distribution, sales & marketing, market research, manufacturing & processing, retailing, advertising & promotion, and information technology. Organized by Dr. Frank Gambino, the class gives students the opportunity to interact with all levels of management from store directors to product managers and company executives. The industry tour is an extraordinary experience for students, allowing them to see classroom concepts applied within a very active and viable business environment.
I personally benefited from our tour in so many ways. This tour has given me a clear picture as to what my life is going to look like after college, along with what type of jobs I am looking at with this degree. It has helped me learn and understand more about companies that I could potentially work for and the varying cultures and how they treat their employees. For me this tour was truly eye opening and helped me finalize the decision to switch into Food Marketing.

Haley Wieck

At the start of this industry tour, I only knew a couple people on the trip. Now we are a large group of friends, which is going to make taking classes in the coming semesters a lot of fun. The industry tour has been one of my best experiences in college and it is another reason why I'm glad I chose Food Marketing as my major.

Mike Tolley

Participating Firms - Industry Tour 2015
Week One

Kellogg World Headquarters
Valassis Communications
J.M. Smucker Company
Whole Foods
Coca-Cola
Procter & Gamble
Great American Ball Park
Jungle Jim’s
Abbott Nutrition
Kroger Michigan Headquarters
This tour was the best decision I have made. Over the course of the two weeks, I learned about new fields of the industry I didn’t know about, as well as learned about the multiple career options that are possible. This tour was very beneficial at providing an up close and personal experience with people in the industry. I learned so much about the history and culture of each company, as well as their future plan to continue to be number one in their category. I was able to make numerous connections that I can later pursue in my career. I found the Food Industry Tour very eye opening and I would definitely recommend this trip to anyone.

Samantha Oleson

Before going on the Industry Tour, I was still uncertain of what careers in my major might look like. I knew Food Marketing is what I wanted to go into; however, I had a lot of unanswered questions from a career standpoint. The industry tour opened my eyes to the many opportunities within the food industry. I also made some great friends that could last a lifetime and it excites me to know that they could be in my classes coming up this fall.

Michael Thomas

Participating Firms - Industry Tour 2015

Week Two

Accenture Consulting Innovation Center
Nielsen Neuro Research Facility
Diageo
Kraft Foods
Acosta Sales & Marketing
H-Mart Asian Markets
Sweets & Snacks Expo
Constellation Brands
SC Johnson Company
Trader Joe’s
Bayer Health Care
Global Business in Thailand

Study Abroad 2015
I’ll never be able to thank Dr. Duke and Dr. Wagner enough for this experience that they allowed me to be a part of. This was the best month of my life; a true once in a lifetime experience. We had an endless amount of fun but Dr. Duke taught us so much about Thailand and global business along the way. I feel so lucky to have returned home with 20 new best friends.

By Stephanie Vernier

Study Abroad 2015
This trip was the most thrilling month of my life. It was such an incredible experience. I learned so many things that cannot be taught inside of the classroom and had a blast at the same time. It was truly an experience of a lifetime. Thank you so much to Dr. Duke and Dr. Wagner for making this possible.

By Rob Stevens
Marketing 2900 is the Food Marketing Program’s introduction course; it is also open to pre-business students. Students learn about the functions and responsibilities of manufacturers, market intermediaries and retailers in the Food/CPG supply chain. It focuses on the application of marketing and supply chain principles in the Food/CPG industry and the different career opportunities available to Food Marketing graduates. In line with the Food Marketing’s program’s industry involvement, a majority of the curriculum consists of real-world industry cases developed in close cooperation with our industry advisory board companies.
Case Questions

• Are coupons/rebates an effective means to “connect” with shoppers?
MKTG 3710: Marketing Research

Students enrolled in Marketing Research are introduced to tools to translate the needs of the consumer to marketing management. The course enables students to design and conduct marketing research analyses using state-of-the-art methods. In the course of the semester, students participate in a real-world project that involves identifying and defining marketing opportunities and problems. Emphasis is placed on the ability to effectively interpret and communicate the strategic implications of marketing research findings.

“National Grocers Association and the WMU Food Industry Advisory Board have the same goal – to identify and develop future leaders for the food retail industry. NGA is grateful to WMU for providing an excellent educational foundation for these future leaders and positioning high potential students for management positions with independent food retailers and wholesalers. NGA values the strong relationship with WMU faculty and staff and looks forward to welcoming WMU alum into our community.”

Aileen Munster
Vice President Education and Research
National Grocers Association
Retail Merchandising is a course designed to acquaint students with retail merchandising principles in today’s multi-channel marketplace. Students learn how to examine a trade area’s competitive landscape and the market potential for new store development. Students also develop a concept store complete with a marketing strategy and promotional and merchandising plan.
MKTG 4840: Marketing Logistics

Students are exposed to the art of managing time and place to create and maintain a competitive position in markets. They will have a chance to practice these logistics/supply chain concepts using simulation software to solve the critical issues in the Food & CPG industry including overstocks, retail stock-outs, optimum service level, and store traffic improvement. Global and U.S. case studies help students relate their in-class training to the real world.
Students present their findings of their Category review to Retailer Clients

MKTG 4920: Category Management

Western Michigan University's food and consumer package goods marketing program has earned certification for its category management coursework from the Category Management Association.

“This certification provides employers assurances that the students they hire from our program have met the industry standards set for an analyst position in category management. Our students will be in a position to make an immediate impact in industry upon graduation,” says Dr. Frank Gambino, director of the food and consumer package goods marketing program.
Industry Panel observes and critiques students category findings

Students who successfully complete the Category Management course within WMU’s Food/CPG Marketing Program have met all the industry standards for certification as a Category Analyst I
Students learn the selling principles employed within the Food and Consumer Package Goods industries. Fact-based selling methods utilizing syndicated market data and category management tools are applied to the selling process. Extensive role-playing, sales presentations, and skill building exercises relevant to the buying process are used. The highlight of the class are two student presentations made to industry professionals in a real-world office setting.
Advantage Solutions has a firm belief in the Food Marketing Program here at Western Michigan University. From our CEO, Tanya Domier, all the way down to myself working closely with WMU to bring students from the CPG program into the real world. What an excellent program to secure students that have the desire to go into the food industry. Our organization believes very strongly in the Food Marketing Program and has showcased this by hiring numerous students up into our ACE Program——"Accelerated Career Experience." We will soon "pass the baton" to these incoming associates as they become the Future Leaders of Advantage Solutions.

Chris Bethel
Director of Sales
Advantage Solutions
In addition to marketing strategy, issue discussions and case studies, teams of Food Marketing students develop new product concepts and marketing support plans as part of our Food & CPG Marketing Issues and Strategies course. The teams are assigned product categories from which to develop their product ideas, marketing strategies, sales forecasts, and year one tactical plans. The instructor and the class review the new product development process in a series of team presentations. Each presentation is supported with a “consumer feedback” component enabling the teams to make adjustments as necessary. These projects give the students the opportunity to apply the principles and information they have learned in their courses and discovered in their category analysis to help prepare them for their careers in the Food and CPG industries. The students also benefit from interaction with industry outside speakers discussing a wide variety of topics.
DOG TREATS
“Treats to Trade”

Team 8 -
Enady Choowon
Samantha Olson

TEAM 1:
SWEET SNACKS

Julia Massey
Sarah Street

Waffle Bowls

TEAM: Lotus BAKERIES

Judy McMichael and Ali Russo
Alumni Tailgate Party Homecoming 2015
“This was my second time experiencing the NGA Conference. Attending the various workshops about the future of the food industry was a great benefit that I know I will be able to apply in the classroom. Not only did I get to work behind the scenes of creating a presentation that can aid in the success of Independent Grocers, but I also got to meet other students and their perspective of where the industry will be in the future.”

Jackie Gavin

NGA Convention
Las Vegas, Nevada
February, 2016
"It was such an honor to represent the Food Marketing Program in Las Vegas for the National Case Competition for the second time this year. The students that attended were able to directly talk to independent retailers around the nation that meet every year for the National Grocers Association Show. After working on the Student Case Competition portion of the show for several months, I was able to take valuable information about how E-Commerce is rapidly changing the way all retailers operate. Being able to incorporate this hands-on experience with our educational learning is such a great experience and opportunity that our program offers. One of the most rewarding things our team accomplished this year was working together and collaborating with industry professionals to get a well-rounded view of E-commerce."

Mariel Dehn

"The NGA competition was a great experience for me. It offered me many great opportunities such as working with and getting to know some of the top students in the Food Marketing major, as well as networking with employers that I wouldn’t have been able to meet any other way. I love being able to work with a team that has such diversity when it came to thought. Meeting with employers and peers from other schools really opened my eyes to the amount of competition that there is in my field of study. However, the NGA conference gave me confidence that the Haworth College of Business and the professors are preparing me for success. I am truly grateful for the Food Marketing program and the professors for giving me the opportunity and making it a great experience for me, where I was able to grow, learn, and have fun."

Bryce Russell

"I learned a lot during the preparation of the case competition and while at the National Grocers Association and enjoyed the experience. It was interesting to watch the thought process of the team over the few months that we worked on the real life project. Looking back at the ideas developed at the beginning to the final product shows how we were able to understand independent retailers more as the time went on. As a presenter, I learned a lot from the week before and during the conference in how much time and preparation is needed to make a project work seamlessly. Going to the National Grocers Association was an enlightening opportunity to see how the independent retailer side of the food industry works together. I look forward to using the knowledge of the case competition and the National Grocers Association in my future career."

Samantha Oleson