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Food Marketing Conference and Yearbook

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2016

## 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.

Michigan Grocers Association  
A PROUD PARTNER OF  
Western Michigan University's  
Food and CPG Marketing Program



May 17, 2016 • 5 - 6:30 PM

MGA Offices • Lansing



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June 16 • The Emerald Golf Course • St. Johns, MI



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September 18-20, 2016

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# 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

# Food Marketing Faculty & Staff

**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. Mushtaq Luqmani



Dr. Frank M. Gambino

**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. 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.



Dr. Thaweeppan "Duke" Leingpibul



Mr. Phil Straniero

**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. Marcel M. Zondag

**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 Axxess 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.



Dr. Ann Veeck

**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-I 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.



Bob Samples

**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](mailto:lisa.youtzy@wmich.edu).



Ms. Lisa Youtzy

# 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



*I joined the WMU Food Marketing Board in 2005. As a graduate of the program I felt a need to contribute to a program that had helped me so much in my early career development. It is very rewarding to assist in planning curriculums, mentoring college students, helping in fund-raising efforts and to be able to interact with other leaders in the Food Industry. Western Michigan Food Marketing students are highly recruited in the industry and it is gratifying to be a part of their education and development.*  
**Brian Haaraoja**  
**SpartanNash**

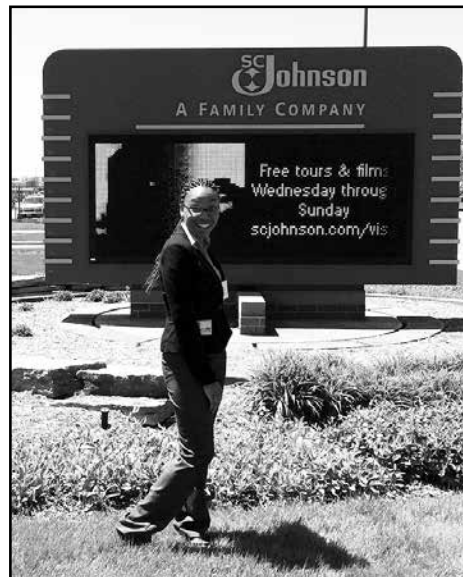
1. Western Michigan's unique Food & CPG Marketing Curriculum combines practical preparation in all aspects of food and consumer package goods marketing with cross-functional training in all business disciplines.
2. Western Michigan University is one of a select number of leading universities in the United 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!**



Emily Chochran - Kroger



Brianna Amat - Kraft Foods



Sarah Street - SC Johnson Company

## Our Food & CPG Marketing Students Come with Experience!

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.



Erik Butt - Eaton

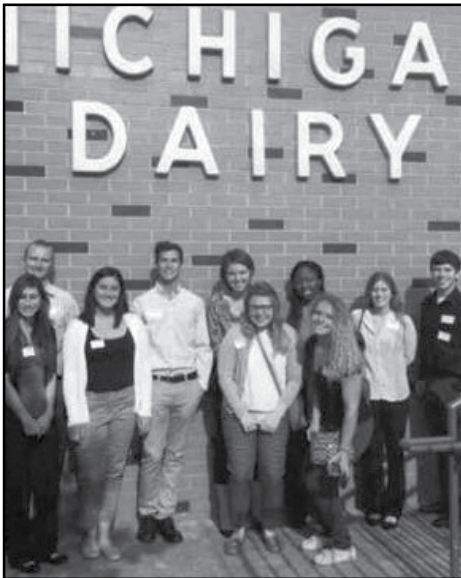


Meijer Interns



Colette Scharf - Hershey





Kroger Interns



Chase Clifford - Jewell Osco



Landon Dubes - Coca-Cola



*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



Adam Peterson - Kellogg's



Darby Truhn - Meijer



Jackee O'Connor - Hershey



Phil Kary - SpartanNash





*Valassis Communications*



*Bus to Cincinnati*



*Paul Brown Stadium in Cincinnati*



*Kroger Michigan Executive Team addresses students*

# Food Industry Tour 2015

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.



*Breakfast at the Home of J.M. Smucker*



*P & G Corporate Archives*



*Abbott Nutrition*



*J.M. Smucker's Headquarters*



Kellogg's Retail Simulation Lab



Cincinnati Red's Game



Abbott Nutrition



Coca-Cola Plant Tour



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 have the chance to 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 bene 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



Jungle Jim's



Smucker's Culinary Kitchen



Dave Jones of Kellogg's



Coca-Cola Plant Tour





*Accenture Consulting*



*Kraft Foods*



*Sweet & Snack Expo*



*Constellation Brands the Art of Wine Blending*



*Nielsen Neuro Lab in Chicago*



*SC Johnson Company*



*Accenture Consulting*



*World Famous Kraft Kitchens*





Diageo



Nielsen Neuro Lab in Chicago



Kraft Foods



Sweet & Snack Expo



## 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



Doug Cygan of Jewel-Osco addresses students



Super H Mart



Bayer Health Care Breakouts



Acosta Sales & Marketing

# 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











# MKTG 2900: Introduction to Food and CPG Industries

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.



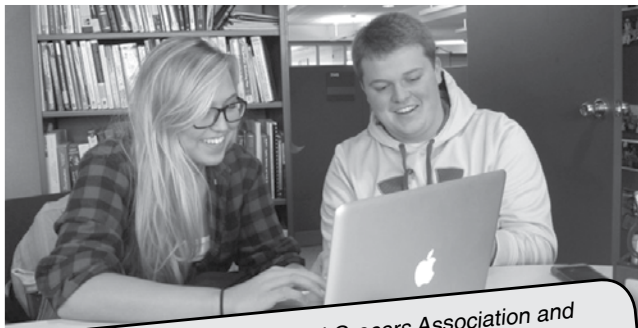






# MKTG 3710: Marketing Research

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.



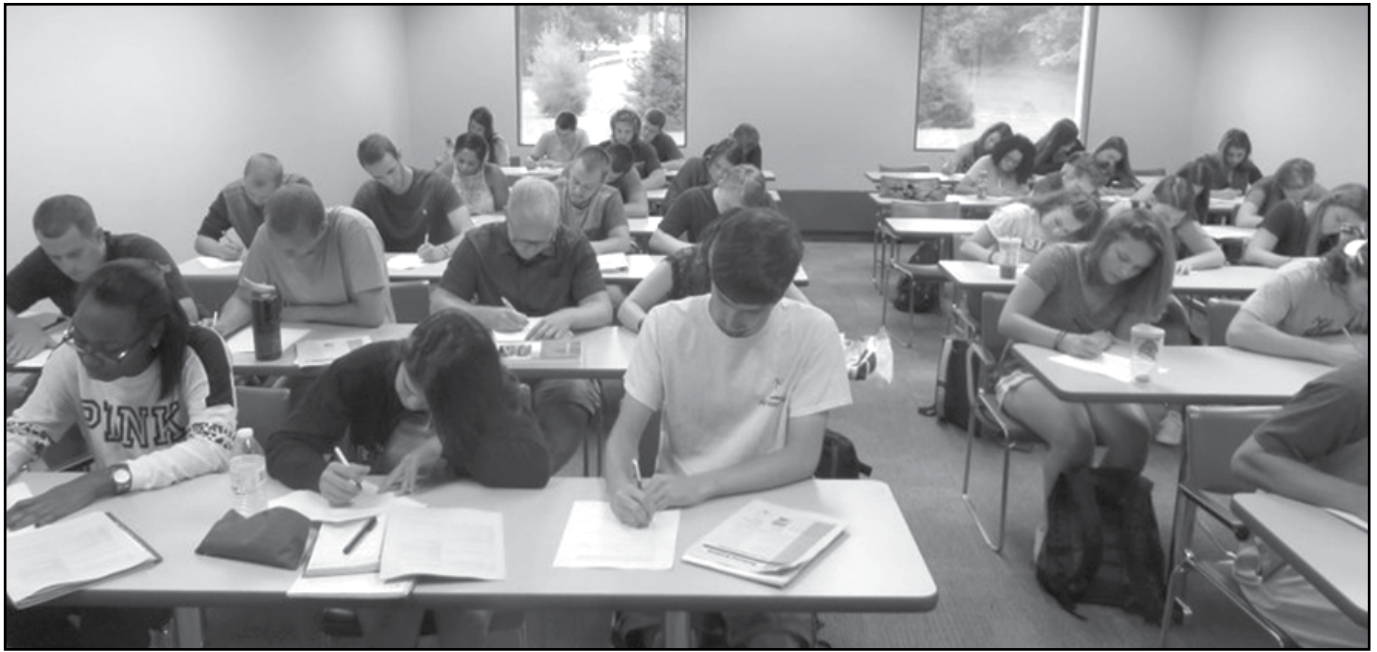
"National Grocers Association and the WMU Food Industry Advisory Board have the same goal – to identify and develop future leaders for the food retail industry. NGA is grateful to WMU for providing an excellent educational foundation for these future leaders and positioning high potential students for 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







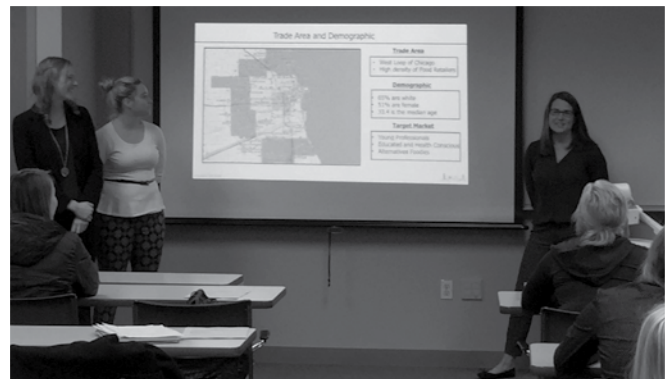
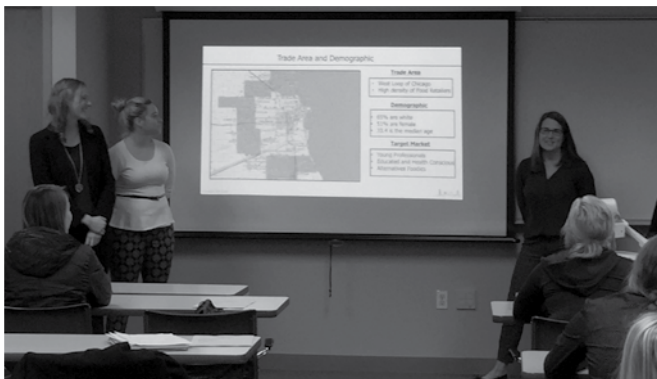


# MKTG 3910 Retail Merchandising

Retail Merchandising is a course designed to acquaint students with retail merchandising principles in today's multi-channel marketplace. Student's 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***



**nielsen**  
.....



## MKTG 4930: Food & CPG Sales Class

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







## MKTG 4940: Food & CPG Issues and Strategies

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**

Team 8 -  
Emily Chocron  
Samantha Oleson

"Treats to Trade"

*"sharing a little love with your b..."*

*The breakfast bowl you can eat ... Anytime!*

**Waffle Bowls**

*Sweetened with a hint of all natural Truvia sugar!*

*MasiTreats Inc.*

**Waffle Bowls**

Julia Massey  
Sarah Street

**TEAM 1:  
SWEET SNACKS**

Jud McMichael and Ali Russo

**Lotus BAKERIES**  
SINCE 1932







# Alumni Tailgate Party Homecoming 2015







Kimberly Laurent, 2015 Homecoming Queen.







"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







"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 loved being able to work

with a team that had 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 the 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



"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

