The Food Marketing Center of Excellence (FMC) is a collaboration between food industry leaders and the Marketing Department of Niagara University to create, build, and inspire transformative programs and partnerships that position the food industry of Western New York at the pinnacle of global excellence, while enriching educational and service opportunities for students.

The FMC advisory board oversees curriculum design, learning goals, and outcomes of the B.S. Food Marketing degree offered by the Marketing Department, College of Business Administration, Niagara University, and accredited by AACSB International. This oversight includes quality assurance, assessment, and measurement of key performance indicators. It is the most industry-focused and industry-informed degree of its kind in the world.

The FMC provides case studies, presentations, industry applications, lectures, assessments, company tours, internships, and employment opportunities to students in Niagara University’s B.S. Food Marketing program. Each food marketing class requires significant participation by industry experts from the FMC.

The FMC is organized to provide executive support, college-level education programs, student-centered opportunities in industry, and community service consistent with the Vincentian mission.

The FMC hosts an annual executive forum held at Niagara University, College of Business Administration, to review, analyze, present, and discuss critical issues, theory, and best practices in food marketing. Papers and proceedings are published in the center’s publication, New Frontiers in Food Marketing. The FMC also provides access to industry data and databases, publishes a biannual newsletter on current issues in food marketing, and sponsors executive education and industry certifications, which are available to its members on preferred terms. Measuring and increasing the visibility and impact of food marketing in Western New York are also key goals of the center. Towards this, the FMC provides benchmarks of food marketing performance and metrics for companies in the region.

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The B.S. degree in food marketing is based on three pillars of excellence: knowledge, competency, and experience. In addition to completing five core classes, students must also demonstrate mastery of required industry skills by completing industry certifications and participating in sponsored internship programs. The curriculum is informed by industry participation in curriculum design. In addition, case studies and research projects are provided by industry partners to ensure that students are exposed to key industry issues and problems.

The FMC provides industry certifications in important skill areas including:
(1) food marketing analytics,
(2) social media marketing,
(3) creative selling,
(4) persuasive communication,
(5) innovation and creativity,
(6) project management, and others.

Students are required to complete five approved industry certifications that are overseen by FMC members as part of the BS Food Marketing degree. Certifications may also be taken and completed by employees of FMC industry members.

The B.S. in Food Marketing consists of five core courses, including a capstone project as follows:
(1) overview of the global food industry,
(2) category and value chain management,
(3) food marketing research,
(4) retail merchandising, and
(5) issues and strategies in food marketing.

Each of these courses incorporates case studies and applications provided by FMC industry members to enhance student knowledge of current industry issues and challenges.

The B.S. Food Marketing degree requires that the student demonstrate real world industry experience by completing an internship and field study with an FMC industry partner. Internships require the completion of a research paper that is also reviewed by industry mentors, who appraise the relevancy, contribution, quality, and impact of the research on structured criteria. Exceptional internship reports may be nominated for presentation and publication at the annual food marketing executive forum.

Organizational Membership Options

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