

## Designing Food Products for International Markets

This course is organized into sections that describe Pennsylvania's success in exporting, our major trading partners, and specific topics associated with exporting. Online users will find additional information on major export markets, including lists of potential buyers by country and product as well as Pennsylvania suppliers.

## Entering International Markets

This course provides a comprehensive review of the various methods of exporting products addressing the differences between the types of export intermediaries, agents, distributors, partners, and agents you can choose. An introduction to the types of documentation necessary for exporting food products and preparing for customs will be presented. Steps for preparing product for distribution will be provided. Finance options and issues are then introduced. Finally, an overview of the range of information sources available to assist with preparing for export.

## Registration

Visit [foodmarketing.sju.edu/center](http://foodmarketing.sju.edu/center) to register and begin taking these courses. Look for the On-Line course tab.

### CENTER FOR FOOD MARKETING

Haub School of Business  
Saint Joseph's University  
5600 City Avenue,  
Philadelphia, PA 19131

- Phone: (610) 660-1623
- E-mail: [cfm@sju.edu](mailto:cfm@sju.edu)
- [foodmarketing.sju.edu/center](http://foodmarketing.sju.edu/center)



**SJU** SAINT JOSEPH'S  
UNIVERSITY

Center for Food Marketing

*Leading the World in Food for Thought®*

## Now Offering Food Industry Courses On-Line

- New Food Product Development: I + II
- Introduction to Foundations of Marketing
- Developing a Business Plan: I + II Understanding your Company, the Environment, and the Customer
- Designing Food Products for International Markets
- Entering International Markets



PROFESSIONAL DEVELOPMENT PROGRAMS

## **New Food Product Development I: Background, Strategy and Early Stage Development**

This course will cover issues related to new product strategy such as the importance of new product development to the firm; value creation, types of innovation and types of new products, and new product failure and success. The course will review the new product process, including a focus on stage-gate processes, and organizational structures for new product development, including cross-functional teams and the importance of outsourcing. Participants will learn about plus early stage development activities, including opportunity assessment, ideation, concept development and testing, product testing and shelf-life testing, and scale-up from the bench to the pilot plant.



*Erivan K. Haub School of Business*

## **New Food Product Development II: From Marketing Plan through Launch**

Part II will pick up where Part I ends. We will discuss the various elements of the marketing plan needed to support new product introduction, including packaging design and development, brand name, positioning, pricing, advertising and promotion. We will also discuss the launch process, including the coordination of various sourcing, production and logistical activities, the sell-in process, and execution of the launch, from start ship through monitoring the launch.

## **Introduction to Foundations of Marketing**

The food industry in the United States is an almost 1 trillion dollar industry. It is the largest commercial sector of the economy and largest employer. The industry is vast and complex, consisting of thousands upon thousands of individual farms, markets, production plants, wholesalers and brokers, trucking companies, warehouses, restaurants, institutional feeding operations, retailers and other key players such as banks, advertising agencies and marketing research firms.

In this course, we will first briefly review the nature, size and scope of the food industry in the United States. Then we will define and discuss marketing as both a social process and as a business activity.

## **Developing a Business Plan I: Understanding your Company, the Environment, and the Customer**

This course will help you through the first steps of business planning. Whether you are a start up venture writing a business plan or an ongoing enterprise developing a new strategy or just trying to evaluate your current strategy, you should find this course helpful. This is the first of two business planning courses and deals with understanding your business, your customers, your environment, and yourself. Without this understanding, and based on it, an evaluation of the business climate for your product or service, the numbers mean nothing. The second course will deal more specifically with the financial and quantitative elements of the business plan.

## **Developing a Business Plan II: Understanding your Company, the Environment, and the Customer**

The first course in business planning dealt with the qualitative part of developing a business plan. This course deals with the financial and quantitative side. The numbers drive everything we do and in this course we will discuss how to develop a sales forecast, creating and understanding the financial statements for your business, analyzing the health of your business using ratio analysis, adjusting your forecasts to match actual performance, and finally writing the business plan.