



SAINT JOSEPH'S  
UNIVERSITY

Center for Food Marketing

*Leading the World in Food for Thought®*

***Now Offering Food  
Industry Courses On-Line  
(beginning April 1st 2007)***

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



**SNACK FOOD  
ASSOCIATION**

*An International Trade Association*

***Special Price of \$99 per course  
for SFA Members***

PROFESSIONAL DEVELOPMENT PROGRAMS

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

### *Description:*

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 (available June 2007) will deal more specifically with the financial; and quantitative elements of the business plan.



*Erivan K. Haub School of Business*

## Introduction to Foundations of Marketing

### *Description:*

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.

## Designing Food Products for International Markets

### *Description:*

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

### *Description:*

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.



## ***What makes Saint Joseph's University's Food Marketing Program special?***

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- We are the only Food Marketing education program in the country offering undergraduate, graduate and executive continuing education at an internationally accredited school of business.
- Recognized as a leader in food marketing education for 40 years.
- Internationally recognized Faculty and Industry experts.

## ***What We Offer***

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- Collaboration with our internationally recognized faculty and industry experts to develop customized professional development programs that achieve our clients' overall learning and business objectives, timeframe and budget.
- Multiple program formats allowing clients to pick what works best for them. Choose from: classroom, seminars, workshops, study tours, video-conferencing and online courses. Programs can be conducted on campus, your organization's offices, or an off-site location of your choice.
- Our faculty has over 40 years of knowledge and real world experience to help your business leaders stay not only on top of, but also ahead of the trends shaping the industry.
- Expert design/execution/analysis of custom market research programs providing unique insights to the food industry
- A versatile focus group facility with adjoining test kitchen and telephone research operation.

### **CENTER FOR FOOD MARKETING**

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