

**FOOD INDUSTRY MANAGEMENT**      **FIM**

**Department of  
Agricultural Economics  
College of Agriculture  
and Natural Resources**

**100 Decision-making in the Agri-Food System**  
Fall, Spring. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. SA: FSM 200

**210 Professional Seminar in Food Industry Management**  
Spring. 1(1-0) R: Open only to students in the Food Industry Management major, the Food Industry Management Specialization, or the Retailing major.

Industry trends in food industry management. Verbal, written, and visual communication techniques applied to professional situations, including professional development and career planning.

**220 Food Product Marketing**  
Spring. 3(3-0) P: ABM 100 or concurrently  
Structure of the food marketing system including food processors, manufacturers, retailers and food service. Impact of consumer behavior and buying patterns. International food product marketing. Strategic planning in food marketing.

**222 Agribusiness and Food Industry Sales (W)**  
Fall, Spring. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. P: (ABM 100 or ABM 130 or EC 201 or EC 202) and completion of Tier I writing requirement R: Open only to sophomores or juniors or seniors. SA: FSM 320

Selling processes and activities within agribusiness and food firms. Principles and techniques of sales. Operation of sales organizations.

**224 Information and Market Intelligence in the Agri-Food Industry**  
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Food Industry Management. P: (ABM 100 or concurrently) or (EC 201 or concurrently) SA: FIM 424

Researching agri-food issues, food industry business environments, and agri-food industry trends. Information gathering. Electronic library reference sources. Synthesis of data and information into market intelligence.

**335 Food Marketing Management**  
Spring. 3(3-0) P: (FIM 220 or MSC 300) and MSC 303 SA: ML 335, MTA 335, FSM 335

Management decision-making in food industry organizations (processors, wholesalers, retailers). Marketing and sales in response to customer and consumer needs. Distribution and merchandising systems in domestic and international contexts.

**351 Retail Management**  
Fall, Spring, Summer. 3(3-0) Interdepartmental with Marketing. Administered by Marketing. P: MKT 300 or MKT 327 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Food Industry Management major. SA: MSC 351

Domestic and international retailing structure, environment, and development. Managerial strategy. Locational, purchasing, organizational, personnel and promotional techniques. Retail budgeting and control. Social and ethical considerations.

**400 Public Policy Issues in the Agri-Food System**  
Spring. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. P: ABM 100 R: Open only to juniors or seniors. SA: FSM 421

Objectives, alternatives and consequences of public policy in the agri-food system. Analysis of economic implications for food and agribusiness firms, farmers, consumers and society.

**410 Advanced Professional Seminar in Food Industry Management**  
Fall. 1(1-0) P: FIM 210 R: Open only to juniors or seniors in the Food Industry Management major, the Food Industry Management Specialization, or the Retailing major.

Advanced professional problems and reestablishment of career planning in the agri-food system. Industry trends, career alternatives, and job search strategies. Enhanced verbal, written, and visual communication techniques.

**415 Human Resource Management: Changes and Challenges**  
Spring. 3(3-0) P: ABM 100 or EC 201 or EC 202 or EEP 201 R: Open only to juniors or seniors.

Human resource management strategies used in food industries. Changing demographics and labor force issues. Diversity, labor markets, regulations, employer policies, job analysis and staffing, compensation and benefits, motivation, performance appraisal, food labor unions, and cases.

**422 Vertical Coordination in the Agri-Food System**  
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. P: ABM 100 and EC 201 R: Open only to juniors or seniors. SA: FSM 443

Analysis of vertical coordination in the industrialized agri-food system. Agricultural cooperatives, contracts, marketing orders, and trade associations. Analysis of imperfect competition and methods of conducting business. Interaction with legal systems and government.

**427 Global Agri-Food Industries and Markets**  
Fall. 3(3-0) Interdepartmental with Agribusiness Management. Administered by Agribusiness Management. P: FIM 220 or ABM 225

Strategic understanding of the international agri-food system. Analysis of global production, marketing, and consumption. Knowledge of changing conditions in international industries and markets. Global trends and opportunities.

**439 Food Business Analysis and Strategic Planning (W)**  
Fall. 3(4-0) Interdepartmental with Marketing. Administered by Food Industry Management. P: (FIM 220) and completion of Tier I writing requirement R: Open to seniors. SA: ML 439, MTA 439

Principles and techniques of business analysis and strategic planning applied to food firms. Food trend forecasts, market potential, competition and cost analyses, and business and strategic planning.

**490 Independent Study in Food Industry Management**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. A student may earn a maximum of 6 credits. Students are limited to a combined total of 6 credits in ABM 490 and FIM 490. P: ABM 100 R: Open only to sophomores or juniors or seniors in the Food Industry Management major. Approval of department; application required. SA: FSM 490

Independent supervised study in topics in food industry management.

## Food Industry Management—FIM

### 493 Professional Internship in Food Industry Management

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. A student may earn a maximum of 6 credits in all enrollments for any or all of these courses: ABM 493, AEE 493, ANR 493, ANS 493, CMP 493, CSS 493, EEP 493, ESA 493, FIM 493, FSC 493, FW 493, HRT 493, PKG 493, PLP 493, and PRR 493. P: (ABM 100) R: Open to undergraduate students in the Food Industry Management major. Approval of department; application required.

Supervised professional experience in the food industry.