COURSE DESCRIPTIONS

MKM311 Innovation and Complex Systems - 4 credits
This course introduces innovation as an essential for the new rule of business. Students will learn the framework and techniques to systematize innovation allowing them to take advantage of emerging opportunities. They will use the knowledge to understand how innovation affects the way we deploy resources to fulfill customer desires, viewing themselves as agents of innovation within organizations. Within this course of study the student will also examine the underlying dynamics, culture and change within an organizational context.

FRM321 Food Marketing and Merchandising Strategy - 4 credits
This course explores the foundation of marketing and merchandising in the food industry. The focus will be on consumer demand, segmentation and positioning, integrated marketing communications, branding, and promotional strategies. Students will develop techniques to establish and maintain the correct merchandise assortment for a given trade area, and how to analyze the environmental scan of the industry. Students will create their own marketing plans based on overall value related to usefulness, cost/benefit analysis and social value.

FRM341 Understanding Food Consumers - 4 credits
This course explores the foundation of marketing and merchandising in the food industry. The focus will be on consumer demand, segmentation and positioning, integrated marketing communications, branding, and promotional strategies. Students will develop techniques to establish and maintain the correct merchandise assortment for a given trade area, and how to analyze the environmental scan of the industry. Students will create their own marketing plans based on overall value related to usefulness, cost/benefit analysis and social value.

FRM351 Retail Food Operations Management - 4 credits
This course will focus on effective retail operations within the supply chain covering areas such as competition, the consumer, trading areas, merchandising and marketing strategies, and retail branding. The student will analyze opportunities for retail management to drive sales, improve operational results and profitability as well as how to direct change in a consolidating and complex industry. The final project will incorporate the material from retail operations coursework and apply the material to relevant business strategies.

PROGRAM OBJECTIVE
The Food Retail Management program combines the building blocks of merchandising, marketing and management with the practical tools that individuals need in the business world. The program is based on concepts of adult education, which include an interactive classroom or online setting, limited lectures, and a focus on practical, hands-on learning.

The Food Retail Management program will:
• Prepare students to become effective food retail managers and leaders;
• Help students understand critical factors driving business;
• Allow students to apply classroom learning to current marketplace problems and opportunities.

THE CONCORDIA ADVANTAGE
• Flexible – Online or blended program options
• Accelerated – Complete your program in 24 months or less
• Manageable – Attend class or online discussion just one night a week (always on the same night and time)
• Affordable – Competitively priced programs and convenient payment options
• Collaborative – Experience cohort-based learning with a small group of talented professionals who learn together for the duration of your program
FRM360 Applied Food Retail Finance - 4 credits
This course will examine the framework and systems of current accounting and finance principles specific to the food retail industry including gross profit margins, demand, forecasting, pricing, cost analysis, sourcing and promotional activities. Students will apply these principles, along with ethical responsibility and critical thinking skills, to management practices of business decision making. In the final project the students will evaluate an ethical accounting case study and determine how the issues could have been averted in the analysis.

FRM400 Category Management - 4 credits
This course emphasizes the issues involved in developing and maintaining profitable category management. Areas of concentration include strategy, process, benchmarking, information technology, and building collaborative relationships in the supply chain. Students will apply techniques for managing categories as strategic units producing more profitable business results while focusing on delivering consumer value. The course will also examine new shopper merchandising strategies that are evolving in the retail environment. Students will select a retail banner and create a category management plan for the business as the final project.

MKM411 Applied Business Ethics - 4 credits
This course focuses on effective and efficient supply chain management to move food from the farmland to the consumer’s table. Basic concepts and practices within the food retail industry specific to material, information, technology, pricing and supplier relationships will be explored. Students will analyze revenue generating activities to achieve customer value leading to growth through collaborative partner relationships along the supply chain. In the final project, students will research, analyze and make recommendations to improve the supply chain in their organization.

FRM420 Food Supply Chain Management - 4 credits
This course looks at human resource management and the skill set necessary for recruiting, retaining, and optimizing human capital in a retail food environment. Students will apply communication styles and conflict resolution to meet the challenges of a diverse retail work place from an operating manager’s perspective. Emphasis will be placed on the cultural, behavioral, and legal issues faced by companies as they attempt to compete in an expanding economy. This course introduces leadership in dynamic, changing organizations where customers change, technologies shift, and work processes evolve. In the final project students will complete a strategic human resource strategy plan for a selected firm.

FRM480 Business Planning Project - 4 credits
The Business planning course provides a foundation for students to summarize, synthesize, and demonstrate knowledge, skills, and competencies as organizational managers and leaders. The students will draw on their Food Retail Management coursework, career experiences, and critical thinking skills. This course is presented as an independent study where students create their own business planning project for a particular area within the food retail industry approved by their academic and/ or industry advisor. Outcomes will demonstrate consumer insight, research skills, and experienced-based learning to complete a written plan and presentation delivered to the cohort on the final night of the program.

APPLICATION PROCESS
For admission consideration, a student must submit:
1. Bachelor of Arts application
2. Official transcripts from all previous institutions attended
3. Personal statement

TO APPLY
Applications are available at www.csp.edu/apply or by contacting the Office of Admission.

Email application materials to: onlineinfo@csp.edu.

TUITION AND FEES
This is a 40-credit program. For tuition and financial aid information, please call 888-859-0641 or visit online.csp.edu.

TECHNOLOGY REQUIREMENTS
Students use their personal computer in this program. To begin the program, students must meet the requirements listed on the technology agreement. To view this agreement please visit www.csp.edu/Admission/ AcceleratedDegree/Documents

FOR MORE INFORMATION:
888-859-0641 • onlineinfo@csp.edu • online.csp.edu

Course descriptions, fees and other information included in this form are subject to change. Please refer to the Academic Catalog on our website for more information on program requirements.