Individual Learning Objectives

- Comprehend the global food industry at all levels and in all segments.
- Have a deep working knowledge of food distribution, wholesaling and retailing, both on the retail and food service sides of the business.
- Determine and apply the critical issues impacting the industry including the decline of food at home, the growth of foodservice and the food-away-from-home market, the impact of consolidation, increasing concentration and globalization on the industry’s structure, conduct and performance.
- Describe and solve the factors that impact a food retailer’s marketing strategy.
- Have a solid foundational and working knowledge of all category management principles to a high level of competency, as evidenced by successful Category Business Plan completion.
- Demonstrate learning proficiency in category management history and process.

Pre-requisites
MRKT—212: Marketing