



## A GUIDE TO STUDYING FOOD MARKETING ABROAD

### WHY STUDY FOOD MARKETING ABROAD?

The great thing about studying food science and marketing abroad is that you will have direct access to a foreign cuisine. Different countries have different standards for what is acceptable to eat and each has their own idea of what basic nutrition is necessary to keep a person healthy. Experiencing these unique dishes and ways of preparing food or approaching nutrition will help students develop a more well-rounded perspective of food science and marketing.

### LOCATIONS

As a nation fixed on family values, the legacy of certain dishes and recipes allows the health and diet of past generations in **Italy** to be inherited as well. With a framework for what has worked in the past, Italian food is often simple yet healthy and delicious. Florence is a popular institution to study food nutrition in Italy, and offers a variety of courses on food and wine specifically.

Food in the **United Kingdom** is very carefully labeled when it comes to the amount of energy and ingredients contained, and the public is relatively informed as to how to decipher and follow the food labeling systems.

With a very health conscious population, research within food science and marketing is very important in **New Zealand**. You will be engulfed in a culture that finds an ideal balance between play and nutrition. Most of the food you will eat in New Zealand is local, because of the small population and land mass area. This gives students the opportunity to witness first hand where their food comes from, and experience the many benefits of eating locally.

### COURSES & PROGRAMS

Many food science and marketing courses abroad offer relevant coursework outside of the classroom too, such as trips to food factories, labs, and farms to provide further insight into the food manufacturing and distribution process of the host country. You can then apply what you learn inside the classroom to your experience with the local food, dining, and lifestyle of your study abroad destination.

### BENEFITS

Studying food science and marketing abroad will broaden your perspective on the subject, which will open up a wide range of possibilities. By learning your field of expertise in a different environment you will challenge yourself to see the subject in a different light. Whether that perspective is drastically different from your own or barely differs, you will have developed a unique quality to your education. With this acquired perspective, you can ultimately shape the way you see nutrition and distribution in your home country.

By studying food science and marketing abroad, you will stand out to employers as having a worldly perspective on food and industry. You will be able to prove that there is not just one way to live a healthy and nutritious life, and that the integration of different practices is what ultimately progresses modern food science and nutrition.

### **SJU SEMSTER ABROAD PROGRAMS**

Please note the list of programs and courses are only listed as a guide and does not guarantee automatic approval of courses counting for SJU academic credit. You will work with both your Academic Advisor and Study Abroad Advisor to determine the program and courses to best meet your needs. All courses **must be approved** by the appropriate SJU Department Chair or Associate Dean prior to studying abroad.

➤ **University College of Cork, Ireland**

- *Sample Courses: Introduction to Food Business, Intro to Supply Chain Management, Food Marketing Research, Food Retail Management, Principles of Food Production, Food Security in the Developing World Advanced Food Business Management*

➤ **Florence University of the Arts**

- *Sample Courses: Consumer Behavior, Food, Culture & Society in Italy, Mediterranean Diet, Restaurant Management, Sustainability in the Food Industry*

➤ **National University of Ireland, Galway**

- *Sample Courses: Consumer Behavior, Marketing Research, International Marketing, Buyer Behavior Analysis*

➤ **John Cabot University in Rome, Italy**

- *Sample Courses: Marketing Research, Consumer Behavior, Advertising Management*

*In addition to Food Marketing Major/Minor courses, you may also be able to take some of SJU's GEP courses while abroad, including but not limited to: Art/Lit, Social Science, Religious Difference & Philosophical Anthropology.*

**Can't find a program or university on our approved list that appeals to you? You can always petition to attend another study abroad program of your choosing with more information can be found on our [website](#).**

### **NEXT STEPS**

- Meet with the Study Abroad Advisor** | Learn about your options
- Meet with your Academic Advisor** | Discuss course selection
- Apply for a passport** | <http://travel.state.gov/passport>
- Apply to study abroad!** | Applications are due to the CIP office by: March 1<sup>st</sup> for the Fall semester abroad, and October 1<sup>st</sup> for the Spring semester abroad