

# FOOD MEDIA STUDIES

Degree Type:

**Certificate**

Study Options:

**On Campus**



## PROMOTE YOUR PASSION FOR FOOD

Cultivate your entrepreneurial aspirations by developing a food business, product, or service. Monroe's competitive Food Media Studies program will provide you with a professional edge in the world of digital food media. You will learn how to promote your passion through food writing, blogging, photography, food styling, and personal branding across all social media platforms within the world of food media. You will also develop the skills to promote your own food product or service by focusing on the entrepreneurial use of personalized branding and marketing.

This is an 18-credit certificate program, designed to be completed in three semesters.

## ADMISSION TO THE PROGRAM

Although not a requirement, an earned baccalaureate degree is preferred for acceptance into this certificate program. Generally, applicants will be asked to submit a writing sample and proof of degree with an official transcript (if applicable). Exceptions to this process include a resume showing prior learning experience with an extensive portfolio in hospitality and business-related experiences.

## CAREER OPPORTUNITIES

A wide range of food-related positions grow every season. They include:

- + **Social Media Freelancer**
- + **Content Specialist**
- + **Editor/Copywriter**
- + **Photographer/Videographer**
- + **Video Editor**
- + **Studio Assistant**
- + **Food Stylist**
- + **Blogger**

**THE CERTIFICATE PROGRAM IN FOOD MEDIA STUDIES IS DESIGNED TO DEVELOP SKILLS LEADING TO THE PROMOTION OF A FOOD PRODUCT OR SERVICE THROUGH A FOCUS ON THE ENTREPRENEURIAL USE OF PERSONALIZED BRANDING AND MARKETING.**



### CERTIFICATE IN FOOD MEDIA STUDIES

SEMESTER 1		
Course #	Description	Credits
HP-360	Introduction to Food Media	3
HP-470	Food Writing and Blogging	3
<b>Total</b>		<b>6</b>

SEMESTER 2		
Course #	Description	Credits
HP-475	Social Media Marketing of Food	3
HP-480	Food Product Styling and Photography	3
<b>Total</b>		<b>6</b>

SEMESTER 3		
Course #	Description	Credits
HP-485	Food Pathways and Media	3
HP-490	Food Media Capstone	3
<b>Total</b>		<b>6</b>