

FOOD MEDIA STUDIES CERTIFICATE

HP-490	Food Media Capstone	3
Credits		6
Total Credits		18

The Certificate in Food Media Studies program from Monroe College's Culinary Institute of New York provides students with a professional edge in the world of digital food media to cultivate entrepreneurial aspirations in developing a food business, product, or service. It enables students to pursue their passion in food writing, blogging, photography, food styling, and personal branding for all social media platforms within the world of food media. Students will develop the skills to promote their own food product or service through a focus on the entrepreneurial use of personalized branding and marketing.

Students will develop skills leading to the promotion of a food product or service through a focus on the entrepreneurial use of personalized branding and marketing. Expected student learning outcomes include:

1. Perform the skills necessary to succeed as a food product creator, content developer, presenter, advertiser and marketer.
2. Apply the strategies of personalized branding for entrepreneurial use and marketing of food products and services.
3. Identify the target market audience and design and deliver creative food-based text or visual messages to achieve the desired communication and presentation results.

For information on the admission requirements for this program, visit Food Media Studies Certificate (<https://catalog.monroecollege.edu/catalog/admissions/undergraduate-admissions/#text>)

Requirements

Code	Title	Credits
Major-Related Courses		
HP-360	Introduction to Food Media	3
HP-470	Food Writing and Blogging	3
HP-475	Social Media Marketing of Food	3
HP-480	Food Product Styling and Photography	3
HP-485	Food Pathways and Media	3
HP-490	Food Media Capstone	3
Total Credits		18

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Recommended Sequence

Course	Title	Credits
Semester 1		
HP-360	Introduction to Food Media	3
HP-470	Food Writing and Blogging	3
Credits		6
Semester 2		
HP-475	Social Media Marketing of Food	3
HP-480	Food Product Styling and Photography	3
Credits		6
Semester 3		
HP-485	Food Pathways and Media	3