Informing High School Students about Industry Related Degrees

Dr. Mark Manfredo
Chair and Associate Dean
What do you want to do?:

“I want to get a job!”

Major in Business
What do you want to do?:

“I want to major in the stock market”
What do you want to do?:

“I want to manage people”
Industry related business degrees allow students to better match interests with major leading to careers in a specific industry – rather than a business discipline.
**INTERESTS/EXPERIENCE**

- Politics
- Science
- Business
- School leadership
- Sustainability
- Food
- Food retail experience
- Restaurant experience
- FFA
- Math

**DEGREE**

BA in Business Administration: Food Industry Management

**CAREER/COMPANY**

- Brand Manager/Sprouts
- Sales Manager/Gallo
- Management/Fry’s
- Distribution/Budweiser
- Risk Manager/Hormel
- Analyst/USDA
- Produce Buyer/Kroger
- Food Procurement/P.F. Changs

**Experiential Learning**

- Internships
- Industry sponsored events (Produce Marketing Association)
W. P. Carey @ ASU Polytechnic: BA in Business Administration:

- Food Industry Management
- Global Agribusiness
- HR Management
- Sports & Media Studies
- Technology
- Business Communications
Thank you!