

MICROCREDENTIALS

Food Marketing Specialist

Open to all Business majors, earners of the Food Marketing Specialist badge understand and can evaluate the global food and beverage industry at all levels and in all segments. They are able to apply food-category management principles to real world businesses; analyze and apply the principles of marketing and management to the food and beverage industry; and apply marketing concepts and principles to food and beverage suppliers and retailers.

Participants will explore and prepare for a career in the food industry along one of the several potential career paths, including:

- food retail management
- advertising
- category management
- research
- sales management
- brand management

The Food Marketing microcredential requires 15 credits, as outlined below. For each course, students must earn a grade of C- or better.

For more information, visit the [School of Business website](#).

Code	Title	Credits
Required Courses (9 Credits)		
BUS325	Marketing (Prerequisite: ECO207 Principles of Macroeconomics or equivalent)	3
BUS328	Food Retail Management	3
BUS329	Food Category Management (Required Courses)	3
Electives (6 Credits)		
Select two of the following:		6
BUS327	Sales Management	
BUS427	Advertising Strategy	
BUS429	Marketing Strategy	
Total Credits		15

World Languages Microcredentials

A World Languages microcredential attests that a student has attained intermediate proficiency in a world language at New Paltz and/or during study abroad. Available in the seven languages listed below, it is designed for students who wish to go beyond the basic General Education World Languages requirement but who cannot (or do not wish to) complete a minor or major. The microcredential focuses on elementary- and intermediate-level language courses and does not require additional upper-division courses. It can be completed with 6-16 credits, depending on the student's starting language level, and is open to both matriculated and non-matriculated students¹. A grade of B- or better is required for courses to count toward the microcredential.

In all cases, students who successfully complete a World Languages microcredential will earn a badge to signify their achievement and their readiness to utilize their expanded language skills in various professional, academic, and social settings. By facilitating effective communication and positive interactions in work and social environments, badge earners

are able to build and enhance relationships with clients, friends and others who use the language.

Whatever your reason for language study, whether for career advancement, exploring one's heritage, or a particular cultural interest, a World Languages microcredential offers a pathway to intermediate proficiency without the broader array of courses required for a minor or major in the language. Visit the [Department of Languages, Literatures & Cultures website](#) for more information, and contact llc@newpaltz.edu for eligibility details.

Below are the sequences of elementary- and intermediate-level language courses currently included in New Paltz's Undergraduate Catalog. Students' language placement level will determine the starting point in each sequence and the number of courses/credits required to complete the microcredential. Please note that this list may change as course offerings, study abroad options or other resources become available.

American Sign Language

Code	Title	Credits
CMD101	Elementary American Sign Language 1 (Fall/Spring)	3
CMD102	Elementary American Sign Language 2 (Fall/Spring)	3
CMD203	Intermediate American Sign Language 1 (Fall/Spring)	3
CMD205	Intermediate American Sign Language 2 (Spring)	3

Chinese

Code	Title	Credits
CHI101	Elementary Chinese I (Fall)	4
CHI102	Elementary Chinese II (Spring)	4
CHI201	Intermediate Chinese I (Fall)	4
CHI202	Intermediate Chinese II (Spring)	4

French

Code	Title	Credits
FRN101	Elementary French I (Fall/Spring)	3
FRN102	Elementary French II (Fall/Spring)	3
FRN201	Intermediate French I (Fall/Spring)	3
FRN202	Intermediate French II (Fall/Spring)	3

German

Code	Title	Credits
GER101	Elementary German I (Fall)	3
GER102	Elementary German II (Spring)	3
GER201	Intermediate German I (Fall)	3
GER202	Intermediate German II (Spring)	3

Italian

Code	Title	Credits
ITA101	Elementary Italian 1 (Fall/Spring)	3
ITA102	Elementary Italian 2 (Fall/Spring)	3
ITA201	Intermediate Italian I (Fall)	3
ITA202	Intermediate Italian 2 (Spring)	3

Japanese

Code	Title	Credits
JPN101	Elementary Japanese 1 (Fall)	4
JPN102	Elementary Japanese 2 (Spring)	4
JPN201	Intermediate Japanese I (Fall)	4
JPN202	Intermediate Japanese 2 (Spring)	4

Spanish

Code	Title	Credits
SPA101	Elementary Spanish 1 (Fall/Spring)	3
SPA102	Elementary Spanish 2 (Fall/Spring)	3
SPA201	Intermediate Spanish 1 (Fall/Spring)	3
SPA202	Intermediate Spanish 2 (Fall/Spring)	4

¹ Students who arrive at New Paltz already at the intermediate proficiency level would not be appropriate candidates for this microcredential. Such students may wish to seek another means of language skill verification, such as a certificate from the American Council on the Teaching of Foreign Languages (ACTFL) or College Level Examination Program (CLEP), or consider pursuing a minor or major that will utilize their language proficiency.