



## COURSE OUTLINE: CUL200 - CUL MARKETING SALES

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	CUL200: CULINARY MARKETING AND SALES
<b>Program Number: Name</b>	2078: CULINARY MANAGEMENT
<b>Department:</b>	CULINARY/HOSPITALITY
<b>Academic Year:</b>	2022-2023
<b>Course Description:</b>	This course will focus on analyzing contemporary marketing concepts, theories and strategies to successfully market and promote a food and beverage operation, product, service and one's self as a culinary professional. Students will perform market research and analysis and learn to identify suitable target markets. In addition, students will develop the knowledge and skills to plan, implement and evaluate detailed marketing plans.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Substitutes:</b>	HOS200
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2078 - CULINARY MANAGEMENT</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 6 apply business principles and recognized industry costing and control practices to food service operations to manage and promote a fiscally responsible operation.
	VLO 7 apply knowledge of sustainability*, ethical and local food sourcing, and food security to food preparation and kitchen management, recognizing the potential impacts on food production, consumer choice and operations within the food service industry.
	VLO 8 select and use technology, including contemporary kitchen equipment, for food production and promotion.
	VLO 9 perform effectively as a member of a food and beverage preparation and service team and contribute to the success of a food-service operation by applying self-management and interpersonal skills.
	VLO 11 contribute to the development of marketing strategies that promote the successful operation of a food service business.
	VLO 12 contribute to the business management of a variety of food and beverage operations to foster an engaging work environment that reflects service excellence.
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.



- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:**

Hospitality Sales and Marketing by Abbey, James (2008)  
 Publisher: The American Hotel and Lodging Educational Institute, Lansing, Mi Edition: 6th ed.

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1. Investigate the major trends affecting the hospitality industry and the purpose of marketing related activities.	1.1 Summarize major trends of globalization, consolidation and product segmentation affecting the food and beverage industry. 1.2 Discuss changing guest preferences and relationship marketing in terms of indigenous, regional and global culinary styles. 1.3 Explain how environmental awareness and sustainability have influenced the field of culinary. 1.4 Examine social media platforms and the need to manage them in a food and beverage operation.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2. Analyze contemporary marketing concepts, theories and strategies used in the food and beverage industry.	2.1 Apply principles of market research and analysis to determine the major target markets in food service. 2.2 Investigate the marketing strategies of successful food and beverage companies. 2.3 Determine the most effective means to market products and services in the food and beverage sector. 2.4 Discuss how to create, implement and measure the effectiveness of a public relations plan.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3. Prepare a marketing plan for a food and beverage company.	3.1 Conduct a marketing audit for a food and beverage business. 3.2 Complete a target market analysis and determine marketing objectives. 3.3 Explain how to successfully market and promote products and services in a food and beverage operation. 3.4 Develop and explain how to implement the action plan. 3.5 Discuss the controls used to monitor and evaluate the



	marketing plan.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
4. Describe common advertising strategies, methods and the importance of personal selling in the food and beverage industry.	4.1 Explain the four P's of classical marketing and apply these principles to selling in the food and beverage sector. 4.2 Identify and explain each step of the sales process and the unique challenges in the culinary environment. 4.3 Identify and explain common advertising strategies and budget factors for advertising. 4.4 Apply marketing and sales principles to one's self as a culinary professional.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Exam 1	23%
Exam 2	23%
Exam 3	24%
Projects/Assignments	18%
Quizzes	12%

**Date:** June 30, 2022

**Addendum:** Please refer to the course outline addendum on the Learning Management System for further information.