



## COURSE OUTLINE: CUL200 - CUL MARKETING SALES

Prepared: Ben Oliver

Approved: Lori Crosson - Dean

<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>	2025-2026
<b>Course Description:</b>	This course is a practical introduction to the world of marketing. Students will become acquainted with current Canadian marketing concepts, terminology, and practices, examine strategies to apply them to contemporary marketing situations, and gain an understanding of how they affect a restaurant or hospitality business. Students will also explore consumer marketing, product planning, building customer relationships and marketing of services. This course provides a basic understanding of Canadian marketing structures and techniques including defining and segmenting target markets and interpreting market research data.
<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>
Please refer to program web page for a complete listing of program outcomes where applicable.	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 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 5 Use a variety of thinking skills to anticipate and solve problems.
	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.

**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:**

Principles of Marketing by Dr. Maria Gomez Albrecht, Dr. Mark Green and Linda Hoffman  
Publisher: OpenStax Edition: 1st  
ISBN: 9781951693886  
Link for textbook provided by Professor.

Management Simulation - Golf Course by Praxar Marketing  
Publisher: Praxar  
Link for signup and payment requirements provided by Professor.

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Experiential Learning Simulation: Marketing and Managing a Restaurant	1.1 Simulate the development of a restaurant alongside other golf course profit centers 1.2 Analyze market conditions and adapt marketing strategies in response to simulation feedback. 1.3 Collaborate with peers in other programs to manage and execute various aspects of the marketing mix in the simulation.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Case Study Analysis and Presentation	2.1 Analyze marketing case studies to identify core marketing challenges in food service. 2.2 Develop marketing solutions and justify choices with appropriate marketing theories. 2.3 Analyze market conditions using SWOT to develop practical solutions to real business problems. 2.4 Present case study solutions and strategies effectively to an audience using clear communication and visual aids (ie. Canva, PowerPoint etc).
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Analyze contemporary marketing concepts, theories and strategies used in the food and beverage industry.	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>
Describe common advertising strategies,	4.1 Explain the four P's of classical marketing and apply these principles to selling in the food and beverage sector.



	methods and the importance of personal selling in the food and beverage industry.	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.
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	Consumer Buying Behaviour	5.1 Examine the factors that influence consumer behaviour and decision-making processes. 5.2 Utilize consumer behaviour theories to develop targeted marketing strategies. 5.3 Assess how different marketing tactics can alter consumer perceptions and actions.
	<b>Course Outcome 6</b>	<b>Learning Objectives for Course Outcome 6</b>
	Market Segmentation and Target Marketing	6.1 Define and segment a market based on demographic, psychographic, and behavioral factors. 6.2 Identify target markets and explain the rationale behind targeting specific segments. 6.3 Develop positioning strategies to appeal to chosen target markets.

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Case Studies / Presentations / Assignments	30%
Personal Reflection	5%
Simulation / Experiential Learning	35%
Tests	30%

**Date:**

July 8, 2025

**Addendum:**

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