



COURSE OUTLINE: CUL0200 - CULINARY MARKETING

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Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	CUL0200: CULINARY MARKETING AND SALES CICE
Program Number: Name	1120: COMMUNITY INTEGRATN
Department:	C.I.C.E.
Semesters/Terms:	19F
Course Description:	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.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Essential Employability Skills (EES) addressed in this course:	<p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Hopsital,ity Sales and Marketing by Abbey, James (2008) Publisher: The American Hotel and Lodging Educational Institute, Lansing, Mi Edition: 5th ed.
Course Outcomes and Learning Objectives:	Upon successful completion of this course, the CICE student, with the assistance of a Learning Specialist will acquire varying levels of skill development relevant to the following learning outcomes:



Course Outcome 1	Learning Objectives for Course Outcome 1
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.
Course Outcome 2	Learning Objectives for Course Outcome 2
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. 2.5 Develop a plan to use social media to market Gourmet To Go.
Course Outcome 3	Learning Objectives for Course Outcome 3
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.
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Describe common advertising strategies and 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	25%
Exam 2	25%
Exam 3	25%
Projects/Assignments	25%

CICE Modifications:

Preparation and Participation



1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

A. Further modifications may be required as needed as the semester progresses based on individual student(s) abilities and must be discussed with and agreed upon by the instructor.

B. Tests may be modified in the following ways:

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual clues.
4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

C. Tests will be written in CICE office with assistance from a Learning Specialist.

The Learning Specialist may:

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.

D. Assignments may be modified in the following ways:

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

The Learning Specialist may:

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

E. Evaluation:

Is reflective of modified learning outcomes.



NOTE: Due to the possibility of documented medical issues, CICE students may require alternate methods of evaluation to be able to acquire and demonstrate the modified learning outcomes

Date: October 4, 2019

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