

SYLLABUS

DATE OF LAST REVIEW:	06/18/19
CIP CODE:	12.0505
SEMESTER:	Departmental Syllabus
COURSE TITLE:	Menu Marketing and Planning
COURSE NUMBER:	CULN 170
CREDIT HOURS:	2
INSTRUCTOR:	Departmental Syllabus
OFFICE LOCATION:	Departmental Syllabus
OFFICE HOURS:	Departmental Syllabus
TELEPHONE:	Departmental Syllabus
PREREQUISITES:	None

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, <http://kckccbookstore.com/>, for the required texts for your particular class.

COURSE DESCRIPTION: Students will explore the various factors that impact menu creation; design and layout; how to price the items; and analyze the performance of items in a menu. This course is part of ManageFirst in which students may receive a certification in this area after passing the national test.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These may include but are not limited to lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:

- I. Factors Impacting Menu Selection
 - A. Marketing environment
 - B. Selecting items
 - C. Changing the menu
 - D. Operational concerns
- II. Nutritional Needs and Food Preferences of Customers
 - A. Factors influencing food selection
 - B. Sources of nutritional components
 - C. Nutritional information and cooking methods

- D. Vegetarian diets
- E. Addressing food allergies
- III. Menu Layout, Design and Pricing for Capstone Menu Plan I & II
 - A. Relationship of menu design to marketing
 - B. Menu psychology
 - C. Principles of layout and design
 - D. Pricing strategies
 - E. Pricing and gross profit margin
 - F. Pricing methods
- IV. Alcoholic Beverage Menu
 - A. Alcoholic beverages in restaurants
 - B. Merchandising wine, spirits, beers and ale
 - C. Pricing alcoholic beverages
- V. Menu Items Sales Performance and Mix Analysis
 - A. Sales evaluation measures
 - B. Popularity evaluation measures
 - C. Profitability evaluation measures
 - D. Purposes of a sales mix analysis
 - E. Performing a sales mix analysis
 - F. Changing the menu based on analysis

EXPECTED LEARNER OUTCOMES:

- A. Identify and understand the factors that impact menu selection and how those decisions impact internal concerns.
- B. Evaluate the nutritional needs and food preferences of customers including vegetarian diets and food allergies.
- C. Explain how the menu is a powerful sales tool and discuss how the design, layout and pricing will affect a food service establishment.
- D. Create an alcoholic beverage menu and explain how to merchandise the various items used.
- E. Explain how to create items on a menu that reach your targeted population and create profit.

COURSE COMPETENCIES:

- Identify and understand the factors that impact menu selection and how those decisions impact internal concerns.*
1. Define foodservice terms related to menus.
 2. Identify elements of the marketing environment.
 3. List factors that impact menu item selection.
 4. Select menu items.
 5. Discuss the impact of internal concern when selecting menu items.

Evaluate the nutritional needs and food preferences of customers including vegetarian diets and food allergies.

6. Outline the factors that influence food item selection by customers.
7. Identify the sources of carbohydrates, proteins, and fats on the menu.
8. Provide nutritional information to customers.
9. Identify preparation and cooking methods that preserve nutrients to quantity cooking.
10. Recognize the various types of vegetarian diets.
11. Identify procedures for preparing food items for customers with allergies.

Explain how the menu is a powerful sales tool and discuss how the design, layout and pricing will affect a food service establishment.

12. List and describe the purposes of a menu.
13. Explain how the menu reinforces the following: the foodservice operation's brand; marketing; is a powerful sales tool.
14. Explain how to use menu layout and pricing psychology to influence customer purchases.
15. Explain the principles of menu layout and design.
16. Explain the meaning of price and its use in strategic marketing.
17. Describe the impact of external environment on price.
18. List, compare, and contrast basic pricing methods.
19. Explain the relationship of gross profit margin and profitability to pricing menu items.

Create an alcoholic beverage menu and explain how to merchandise the various items used.

20. Identify and list ways to present a liquor menu.
21. List and describe typical elements of wine and spirits lists and the methods used to merchandise them.
22. Categorize and describe spirits, beers, ales, liqueurs, and cordials.

Explain how to create items on a menu that reach your targeted population and create profit.

24. Analyze menu item sales performance.
25. Calculate sales volume percentage and sales dollar percentage.
26. Define profitability and target contribution margins.
27. Analyze and evaluate the menu using item counts, subjective evaluation, popularity indexes, contribution margin, and day-part information.
28. Perform a menu sales mix analysis.
29. Determine menu items' popularity and profitability.

ASSESSMENT OF LEARNER OUTCOMES:

Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:

This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student's progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

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