

# Menu Marketing & Management

CHEF2610 501

## Instructor Information

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## Course Description

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### DESCRIPTION

To apply the principles of menu planning and layout to the development of menus for a variety of types of facilities and service.

### COURSE OBJECTIVES

The menu of a foodservice operation is a critical element of its success. Menus are marketing mechanisms, cost control tools and critical communication devices. Resources commonly used to understand and define a target market are identified and evaluated. Menu management involves nutrition, customers' indulgence, dietary restriction, price, convenience, value and merchandising.

## Course Student Learning Outcomes

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- List basic menu planning principles.
- Identify principles of menu layout and design.
- Create menu item descriptions following established truth-in-menu guidelines.
- Apply principles of nutrition to menu development.
- Determine menu prices utilizing proper cost controls and appropriate technology.
- Plan a variety of menus i.e. a la carte, cycle, ethnic, holiday, banquet, reception and buffet.
- Discuss importance of product mix, check average and their impact on profit contribution.
- Develop a menu layout for a foodservice operation.
- Discuss the availability of Food and Seasonal Menus.
- Utilize Menu Planning resources (Internet, professional and vendors).
- Inventory basic menu planning principles.
- Identify principles of menu layout and design.

## Course Prerequisites

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Students must have ServSafe Certification or passed an NRAEF endorsed ServSafe class with "C" or better or be concurrently enrolled in the CHEF 1110 Class and CHEF 1300 Class.

## Communication Plan

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Example language:

I will respond to email within 24-48 HOURS.

I will offer feedback on major assignments within ONE WEEK.

The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

## Keys for Success (how to succeed in the course)

Be Proactive

To make the most out of your online experience, we recommend that you:

- Check your email frequently
- Log on to your course every single day
- Keep in contact with your instructor-email for help if you have trouble understanding a concept or assignment (see tutorial if you don't know how)
- Allow a reasonable amount of time for instructor responses (24 - 48 hrs during the week)
- Interact with your classmates as much as possible

## Required Text or Materials

**Title:** Foundations of Menu Planning, 2nd Edition

**ISBN:** ISBN- 13: 9780137402328 (Digital), ISBN-13: 9780134484471(Print)

**Authors:** Daniel Traster

**Publisher:** Pearson Education Inc.

**Publication Date:** 2018

**Edition:** 2nd Edition

For more information on textbook accessibility, contact Accessibility & Disability Services at [ads@slcc.edu](mailto:ads@slcc.edu).

## Assignment Schedule

<b>Due Date</b>	<b>Assignment Name</b>	<b>Assignment Type</b>	<b>Points</b>
	<a href="#">Cheat Sheet for Cost Control</a>	Assignment	0
	<a href="#">Class Performance &amp; Participation (Read Me)</a>	Assignment	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Understanding Discussion</a>	Discussion	0
8/20	<a href="#">Update Your Canvas Profile</a>	Assignment	5
8/23	<a href="#">Chapter 1 Activity</a>	Assignment	25
8/25	<a href="#">Chapter 1 - Comprehension Questions</a>	Assignment	40
8/25	<a href="#">Chapter 1 Discussion Restaurant Concept</a>	Discussion	20
8/25	<a href="#">Chapter 1 Quiz</a>	Quiz	10
8/25	<a href="#">Introduce Yourself</a>	Discussion	20
8/30	<a href="#">Chapter 2 Activity</a>	Assignment	25
8/30	<a href="#">Chapter 3 Activity</a>	Assignment	25
9/1	<a href="#">Capstone Project Step 1: Concept</a>	Assignment	50
9/1	<a href="#">Capstone Project Step 2: Nutrition</a>	Assignment	50

<b>Due Date</b>	<b>Assignment Name</b>	<b>Assignment Type</b>	<b>Points</b>
9/1	<a href="#">Chapter 2 - Comprehension Questions</a>	Assignment	40
9/1	<a href="#">Chapter 2 Discussion Diets and Nutrition</a>	Discussion	20
9/1	<a href="#">Chapter 2 Quiz</a>	Quiz	10
9/1	<a href="#">Chapter 3 - Comprehension Questions</a>	Assignment	40
9/1	<a href="#">Chapter 3 Quiz</a>	Quiz	10
9/6	<a href="#">Chapter 4 Activity</a>	Assignment	25
9/8	<a href="#">Capstone Project Step 3: Headings</a>	Assignment	50
9/8	<a href="#">Chapter 4 - Comprehension Questions</a>	Assignment	40
9/8	<a href="#">Chapter 4 Quiz</a>	Quiz	10
9/13	<a href="#">Chapter 5 Activity</a>	Assignment	25
9/15	<a href="#">Capstone Project Step 4: Recipes</a>	Assignment	50
9/15	<a href="#">Chapter 4 Discussion Menu Headings</a>	Discussion	20
9/15	<a href="#">Chapter 5 - Comprehension Questions</a>	Assignment	40
9/15	<a href="#">Chapter 5 Quiz</a>	Quiz	10

<b>Due Date</b>	<b>Assignment Name</b>	<b>Assignment Type</b>	<b>Points</b>
9/22	<a href="#">_Capstone Project Step 5: Beverage Menu</a>	Assignment	50
9/29	<a href="#">Capstone Project Step 6: Costing Sheets</a>	Assignment	50
9/29	<a href="#">Chapter 6 - Comprehension Questions</a>	Assignment	40
9/29	<a href="#">Chapter 6 – Recipe Costing Quiz</a>	Quiz	25
9/29	<a href="#">Chapter 6 Quiz</a>	Quiz	10
9/29	<a href="#">Student Success Skills Assignment (EXTRA CREDIT)</a>	Assignment	0
10/6	<a href="#">Early Feedback Survey</a>	Assignment	25
10/13	<a href="#">Food Truck Group Assignment/Mid - Term Project</a>	Assignment	100
10/27	<a href="#">Chapter 7 – Food Costing Quiz</a>	Quiz	20
10/27	<a href="#">Chapter 7 Quiz</a>	Quiz	10
10/27	<a href="#">Capstone Project Step 7: Price Calculation</a>	Assignment	50
10/27	<a href="#">Chapter 7 - Comprehension Questions</a>	Assignment	40

<b>Due Date</b>	<b>Assignment Name</b>	<b>Assignment Type</b>	<b>Points</b>
11/3	<a href="#">Chapter 8 Quiz</a>	Quiz	10
11/3	<a href="#">Capstone Project Step 8: Menu Description</a>	Assignment	50
11/3	<a href="#">Chapter 8 - Comprehension Questions</a>	Assignment	40
11/3	<a href="#">Chapter 8 Activity__</a>	Assignment	25
11/10	<a href="#">Capstone Project Step 9: Training</a>	Assignment	50
11/10	<a href="#">Chapter 9 Quiz</a>	Quiz	10
11/10	<a href="#">Chapter 9 - Comprehension Questions</a>	Assignment	40
11/10	<a href="#">Chapter 9 Activity__</a>	Assignment	25
11/17	<a href="#">Chapter 10 Quiz</a>	Quiz	10
11/17	<a href="#">Chapter 10 - Comprehension Questions</a>	Assignment	40
11/24	<a href="#">Chapter 11 Activity- Menu Engineering Worksheet</a>	Quiz	30
11/24	<a href="#">Chapter 11 Quiz</a>	Quiz	10
11/24	<a href="#">Chapter 11 - Comprehension Questions</a>	Assignment	40

Due Date	Assignment Name	Assignment Type	Points
11/24	<a href="#">Semester - Performance &amp; Participation</a>	Assignment	25
12/1	<a href="#">Chapter 12 Quiz</a>	Quiz	10
12/1	<a href="#">Capstone Project Step 10: Final Layout/Web Design Proposal</a>	Assignment	75
12/1	<a href="#">Chapter 12 - Comprehension Questions</a>	Assignment	40
12/8	<a href="#">Final Exam</a>	Quiz	60
12/8	<a href="#">Capstone Project Presentation</a>	Assignment	200

## Brief Description of Assignments/Exams

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The menu of a foodservice operation is a critical element of its success. Menus are marketing mechanisms, cost control tools and critical communication devices. Resources commonly used to understand and define a target market are identified and evaluated. Assignments involve the concepts of menu design in relation to management, nutrition, dietary restriction, pricing, convenience, value and merchandising.

## Grading Scale

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### Participation and Production

(Discussions/Activity assignments 1- 8/Midterm Activity) **25%**

### Written Assessments/Homework

(Comprehension questions) **25%**



**Projects/Final Capstone (Capstone  
Assignments) 40%**  
**Quizzes/Final Exam 10%**

**A 93-100% A- 90-92.9%**

**B+ 87-89.9% B 83-86.9% B- 80-82.9%**

**C+ 77-79.9% C 73-76.9% C- 70-72.9%**

**D+ 67-69.9% D 63-66.9% D- 60-62.9%**

**E 59.9% or less**

## How to Navigate to Canvas

## Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to [elarningsupport@slcc.edu](mailto:elarningsupport@slcc.edu).

## Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements.

By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

## Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

## Additional Policies

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**Inclusive Statement:** The SLCC Culinary Institute warmly welcomes students from all over the world, embracing their diverse backgrounds, cultures, and identities. We are committed to creating a teaching environment that celebrate and values the diversity of our student body, including but not limited to age, religion, nationality, socioeconomic background, sexual orientation, gender identity and disability. We strive to foster and inclusive and supportive learning environment that respects and uplifts every individual in our community.”

## Attendance

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### ATTENDANCE/GRADING

Attendance is expected at **ALL ONLINE ZOOM** classes (times to be determined). Regular attendance and consistent study habits are necessary for success in college. Faculty members have the prerogative of lowering grades for excessive absence.