

Menu Marketing & Management

CHEF - 2610 251

Course Description

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

Semester: Fall & Spring

Course Student Learning Outcomes

- 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

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.

Engagement Plan

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.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Cheat Sheet for Cost Control	Assignment	0
	Class Performance & Participation (Read Me)	Assignment	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Pricing Strategies for Calculating Sales Price	Assignment	0
	Roll Call Attendance	Assignment	100
	Understanding Discussion	Discussion	0
8/31/25	Introduce Yourself	Discussion	20
9/2/25	Update Your Canvas Profile	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
9/3/25	Chapter 1 - Comprehension Questions	Assignment	40
9/7/25	Capstone Project Step 1: Concept	Assignment	50
9/7/25	Chapter 1 Activity	Assignment	25
9/7/25	Chapter 1 Discussion Restaurant Concept	Discussion	20
9/7/25	Chapter 1 Quiz	Quiz	10
9/8/25	Chapter 2 - Comprehension Questions	Assignment	40
9/14/25	Capstone Project Step 2: Nutrition	Assignment	50
9/14/25	Chapter 2 Activity	Assignment	25
9/14/25	Chapter 2 Discussion Diets and Nutrition	Discussion	20
9/14/25	Chapter 2 Quiz	Quiz	10
9/15/25	Chapter 3 - Comprehension Questions	Assignment	40
9/21/25	Capstone Project Step 3: Headings	Assignment	50
9/21/25	Chapter 3 Activity	Assignment	25
9/21/25	Chapter 3 Quiz	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
9/22/25	Chapter 4 - Comprehension Questions	Assignment	40
9/28/25	Capstone Project Step 4: Recipes	Assignment	50
9/28/25	Chapter 4 Activity	Assignment	25
9/28/25	Chapter 4 Discussion Menu Headings	Discussion	20
9/28/25	Chapter 4 Quiz	Quiz	10
9/29/25	Chapter 5 - Comprehension Questions	Assignment	40
10/5/25	Capstone Project Step 5: Beverage Menu	Assignment	50
10/5/25	Chapter 5 Activity	Assignment	25
10/5/25	Chapter 5 Quiz	Quiz	10
10/6/25	Chapter 6 - Comprehension Questions	Assignment	40
10/12/25	Early Feedback Survey	Assignment	25
10/12/25	Capstone Project Step 6: Costing Sheets	Assignment	50
10/12/25	Chapter 6 Quiz	Quiz	10
10/13/25	Food Truck Class Workshop	Assignment	0

Due Date	Assignment Name	Assignment Type	Points
10/20/25	Food Truck Group Assignment/Mid - Term Project	Assignment	100
10/26/25	Chapter 7 – Food Costing Quiz	Quiz	20
10/27/25	Chapter 7 - Comprehension Questions	Assignment	40
11/2/25	Capstone Project Step 7: Price Calculation	Assignment	50
11/2/25	Chapter 7 Quiz	Quiz	10
11/3/25	Chapter 8 - Comprehension Questions	Assignment	40
11/9/25	Capstone Project Step 8: Menu Description	Assignment	50
11/9/25	Chapter 8 Activity__	Assignment	25
11/9/25	Chapter 8 Quiz	Quiz	10
11/10/25	Chapter 9 - Comprehension Questions	Assignment	40
11/16/25	Chapter 9 Quiz	Quiz	10
11/16/25	Capstone Project Step 9: Training	Assignment	50
11/16/25	Chapter 9 Activity__	Assignment	25

Due Date	Assignment Name	Assignment Type	Points
11/17/25	Chapter 10 - Comprehension Questions	Assignment	40
11/19/25	Chapter 12 - Comprehension Questions	Assignment	40
11/23/25	Capstone Project Step 10: Final Layout/Web Design Proposal	Assignment	75
11/23/25	Chapter 10 Quiz	Quiz	10
11/23/25	Chapter 11 Activity– Menu Engineering Worksheet	Quiz	30
11/24/25	Semester - Performance & Participation	Assignment	25
11/24/25	Chapter 11 - Comprehension Questions	Assignment	40
11/30/25	Chapter 11 Quiz	Quiz	10
12/10/25	Capstone Project Presentation	Assignment	200
12/17/25	Final Exam	Quiz	60

Brief Description of Assignments/Exams

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

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

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.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

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, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. 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, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. 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

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

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.