

Spokane Community College

COURSE LEARNING OUTCOMES (CLO) AND OUTLINE

Course Title: Hospitality Marketing and Menu Planning

Prefix and Course Number: CUL 255

Version Date: 1/3/22

Course Learning Outcomes

By the end of this course, a student should be able to:

- Define and describe a target market
- Define and describe how to utilize social media to market a foodservice operation
- Describe and differentiate between marketing, advertising, and public relations
- Demonstrate understanding of menu types
- Demonstrate proficiency in physical menu design and develop a menu for capstone project
- Write healthy menu descriptions

Course Outline

- I. Types of menus
 - a. Buffet
 - b. Banquet
 - c. A la carte
 - d. Off premise
- II. Marketing, advertising, and public relations
- III. Target Markets
- IV. Social media
 - a. Facebook
 - b. Instagram
 - c. Twitter
- V. Menu project