

Spokane Community College

COURSE LEARNING OUTCOMES (CLO) AND OUTLINE

Course Title: Hospitality Writing

Prefix and Course Number: CUL 256

Version Date: 1/3/22

Course Learning Outcomes

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

- Draft professional written proposals, contracts, policies & correspondence with a variety of hospitality business contacts.
- Write comprehensive menu descriptions and copy in various formats
- Compose written operational/internal documents such as company policy, training procedure, checklists, forms, contracts and catering BEO's
- Write various types of promotional ad copy in multiple mediums

Course Outline:

- I. Writing Fundamentals (review) & distinction of:
 - a. Written
 - b. Electronic
 - c. Visual
- II. Menu & ingredient descriptions
 - a. Ingredient verbiage & menu mix
 - b. Writing descriptions in different types of menus
- III. Operational writing
 - a. Company policy
 - b. Training initiatives
 - c. Checklists & forms
- IV. Contracts, proposals & policies
 - a. Catering & business proposals
 - b. Catering policies
 - c. Banquet Event Order writing – accuracy, detail & distribution
- V. Advertising & promotions in hospitality
 - a. Written
 - b. Electronic
 - c. Visual