

Course Objectives/Course Outline
Spokane Community College

Course Title: Menu Planning

Prefix and Course Number: HM 255

Course Learning Outcomes:

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

- Evaluate, analyze and develop a menu for a variety of food service operations

Course Outline:

- I. Menu Planning Principles
 - A. Menu Modifications
 - B. Factors Affecting Modifications
 - C. Menu Requirements
 - D. Types of Menus
- II. Menu Creation
 - A. Styles
 - B. Layout and Design
 - C. Nutritional Needs
 - D. Special Projects
- III. Marketing Strategies
 - A. Customer Demographics
 - B. Market Feasibility
 - C. Equipment Availability
 - D. Using Flyers for Advertising