

12.0500 - Cooking and Related Culinary Arts (2013)
SEGMENT EIGHT (8) Marketing & Entrepreneurship

Technical - ServSafe

Technical - ProStart

- I ProStart Level 1
 - G Communication
 - 1 Describe the communication process.
 - 2 Identify obstacles to effective communication and explain how to prevent them.
 - 3 Explain how personal characteristics can affect communication.
 - 4 List and demonstrate effective listening skills.
 - 5 List and demonstrate effective speaking skills.
 - 6 Identify and use business-appropriate telephone skills.
 - 7 List and demonstrate effective writing skills.
 - 8 Define organizational communication and give examples of when it might be used.
 - 9 Describe interpersonal communication.
 - 10 List ways to build relationships through interpersonal communication.
- II ProStart Level 2
 - G Marketing
 - 1 Define marketing, and list the steps in the marketing process.
 - 2 Explain the role that marketing plays in determining products and services.
 - 3 List factors that affect a market environment.
 - 4 Define target market, and explain why it is important to a business.
 - 5 Identify the parts of a SWOT analysis.
 - 6 List ways to attract and keep customers.
 - 7 List reasons why promotions are important.
 - 8 Identify the steps in developing a promotion mix and a promotion plan.
 - 9 Explain the importance of training to promotions.
 - 10 Recognize different types of sales promotions.
 - 11 List the benefits of public relations.
 - 12 Identify opportunities for public relations.
 - 13 Explain the importance of the menu to a foodservice operation.
 - 14 Describe à la carte, table d'hôte, California, limited, du jour, and cycle menus.
 - 15 Organize the information on a menu.
 - 16 Explain principles of menu layout and design.
 - 17 Identify ways to test new menu items.
 - 18 Explain the purposes of a menu sales mix analysis.
 - 19 Define profitability and target margin.
 - 20 Classify menu items according to their popularity.
 - 21 List and compare basic pricing methods.

Pathway

- I Restaurants and Food/Beverage Services
 - F Research costs, pricing, market demands and marketing strategies to manage profitability in food and beverage service facilities.
 - 2 Compare alternative ways of marketing to develop a promotional package.
 - 3 Anticipate future needs using information about current trends that contribute to effectively price and market food and beverage offerings.
 - H Utilize technical resources for food services and beverage operations to update or enhance present practice.

- 1 Use software applications to manage food service operations.
Retrieve website information to use in menu planning, recipes, and for product information.
- 2
- 4 Determine the appropriate type of food service to provide quality customer service.
- 6 Describe the role of the menu as a marketing and planning tool.

Cluster

I

Hospitality and Tourism

Describe the key components of marketing and promoting hospitality and tourism products and services.

A

Demonstrate knowledge of marketing techniques commonly used in the hospitality and tourism industry to sell a product or service.

- 1 Identify effects of the economy on the hospitality and tourism industry to effectively plan products and services.
- 2

Career Ready Practices