

CULN 115 : Menu Merchandising

Credits: 2

Class Hours: 2 lecture

Prerequisites: "C" or higher in CULN 271. "C" or higher in CULN 100 or MATH 100.

Description: This course is a study of the factors involved in planning effective menus for a variety of food service operations. This course includes the design, format, selection, costing, pricing, and balance of menu items based on an understanding of the needs of various target markets.

Semester Offered: Spring

Course Student Learning Outcomes (CSLOs):

1. Create menus which apply the culinary principles of good menu planning for a variety of facilities and services.
2. Incorporate basic principles of marketing and planning into menu designs and layouts for a variety of facilities and services.