



Wayne County Community College District

COURSE SYLLABUS

FSM 142 Hospitality and Restaurant Marketing

CREDIT HOURS: 2.00

CONTACT HOURS: 30.00

COURSE DESCRIPTION: Foodservice math skills are necessary throughout the department. Each of the eight primary units in foodservice operations requires functions that are math based. Students are involved in the understanding of financial accounting of foodservice operation. Students examine foodservice situations requiring math skills. Focus is on food and labor costs to include sales, budget, costing recipes, pricing, equipment, utilities, overhead and profit. Students will use required industry foodservice forms for data collection.

PREREQUISITES: FSM 105, FSM 120

EXPECTED COMPETENCIES:

Upon completion of this course, the student will be familiar with:

- Understand the principles of sales and marketing in the foodservice industry
- Understand advertising and public relations in the foodservice industry
- Identify the various forms of communication channels
- Understand the processes of marketing evaluations
- Understand customer behavior
- Apply basic public relation skills to problems in foodservice marketing
- Perform necessary and appropriate promoting, evaluating and planning in foodservice operations
- Perform computer applications suitable to marketing management
- Determine menu pricing

ASSESSMENT METHODS:

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E