FOODSERVICE MANAGEMENT: MENU PLANNING AND MARKETING & MERCHANDISING STRATEGIES

Course Focus

The menu is the starting point for meeting customer expectations and achieving the business objectives of a foodservice operation. This course looks at the integral part the menu plays in conveying the personality of the foodservice, and shows how the operational systems are used to ensure quality and yield. It explores the objectives of an effective menu and the importance of menu design and layout.

Who Should Take this Course?

This course is designed for Foodservice professionals who plan menu, content design and layout, and wish to identify successful marketing and merchandising strategies for their particular foodservice operation.

Course Benefits

After completing this course, participants will be able to:

- Explain the value of foodservice operation systems for menu planning, purchasing, receiving, storage and issuing, and production
- Identify effective marketing and merchandising strategies for a foodservice operation
- Assess the effectiveness of these systems

Course Topics

- Through this course, you learn to influence customer preference using menu terms. You find out about the psychological aspects of menu prices. You use a menu-rating form to evaluate a menu’s content and design, and you find out how to identify menu winners and losers. You are introduced to strategic pricing and the use of various pricing models.

- You examine the various functions of the marketing and merchandising systems. You use tools to evaluate advertisements, and determine which competitive advantage to emphasize in your marketing communications mix. To test your skills, you evaluate a Manhattan restaurant’s marketing strategy, and determine the best course of action to suit the target market. Finally, you review a set of guidelines that can be used as a template for developing effective programs of your own.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Foodservice Management
- Certificate in Hospitality Management
- Master Certificate in Foodservice Management

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