

CORNELL UNIVERSITY CERTIFICATION IN FOODSERVICE MANAGEMENT

Designed for established food and beverage managers, this certification examines the issues, challenges, and strategies that contribute to a successful foodservice operation. Participants will learn strategies to increase profitability through improved human resource and financial management and by creating a competitive marketing position. Certification recipients will be able to focus on how to implement desired changes that result in increased market share and revenues for foodservice operations.

Required Courses:

The Foodservice Profit Chain: A Pathway to Revenue Optimization

June 27 - 29, 2019 Instructor: Alex Susskind

This course takes an analytical approach to the management of foodservice operations. Through the integration of service process management, guest process management, menu development, financial analysis, and technology, participants will develop and enhance their ability improve the marketing, operational, and financial elements of a foodservice operations with a shared emphasis on tactical and strategic issues.

Topics Include:

- Market segmentation: Identify and analyze customer groups
- Target marketing: Select and attract key markets
- Competitive analysis: Understand how to create and defend your unique position in the marketplace
- Positioning: Find your unique place in the customer's mind
- Market research: Identify the most effective mix of tools for understanding the needs of your target audience
- Consumer behavior: Understand what drives decision making
- Product: Define the most valuable product/service mix for your target audience
- Pricing: Create and capture the most value
- Promotion: Develop the optimal integrated communication strategy
- Distribution: Build and manage the most effective and efficient channel strategy

Maximizing your Beverage Program Profits Through Innovation and Creativity

July 1 - 3, 2019 Instructor: Cheryl Stanley / Douglass Miller

Participants will do a deep dive into optimizing profit while maintaining operational goals. They will understand the different beverage segments and how each one can impact the bottom line. Product evaluations will be conducted throughout the course to not only examine trends but also to develop training programs for staff. The course material will be on the selection, costing, asset management, and sale of the beverages appropriate for the individual markets.

Topics Include:

- Trends within the beverage industry: domestic and international beverage trends. The worldwide industry will be put into context based on international and domestic sales data.
- Revenue generation through beverage list development: Developing, layout, and menu styles.
- Profit optimization through informed beverage procurement and costing
- Devising a beverage asset management plan and limit operational liability
- Developing educational training and selling techniques for staff

Select ONE of the Following Courses:

Hospitality Financial Management: Operations Decision-Making

June 24 - 26, 2019 Instructor: Mary MacAusland

This course will provide an application of financial and managerial concepts useful in analyzing hospitality operations. The course will provide a background in financial accounting and financial statement analysis, and use tools to analyze cash flows, results of operations, and financial position. Managerial accounting tools will also be explained, examined, and applied as they relate to the decision-making process within the organization. Emphasis will be on communicating and interpreting revenue and cost data from a General Manager's perspective. Common terminology used by owners and operators will be defined and incorporated in an operational analysis. The course format involves lectures, case studies, and problem sets.

Topics Include:

- Financial and operating ratios
- Balance sheet, income statement and cash flow statement tools of analysis
- Cost-volume-profit analysis as it relates to strategic operational decisions
- Cost approaches to pricing
- Use of operational and capital budgeting

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Select ONE of the Following Courses (Cont.)

Marketing Management

June 24 - 26, 2019 Instructor: Helen Chun

This course offers participants an introductory but thorough understanding of marketing as it applies to hospitality businesses. Through class discussions, case studies, and real-life examples, participants will learn to apply key marketing principles to solve hospitality marketing problems and take advantage of new opportunities. This course is directed toward hospitality executives, entrepreneurs, and others who want a fundamental understanding of hospitality marketing. Participants who will benefit especially from this course are those who have not recently attended a hospitality marketing course, non-marketing executives, those who wish to move to the marketing area, and those looking for a basic refresher course.

Topics Include:

- Market segmentation: Identify and analyze customer groups
- Target marketing: Select and attract key markets
- Competitive analysis: Understand how to create and defend your unique position in the marketplace
- Positioning: Find your unique place in the customer's mind
- Market research: Identify the most effective mix of tools for understanding the needs of your target audience
- Consumer behavior: Understand what drives decision making
- Product: Define the most valuable product/service mix for your target audience
- Pricing: Create and capture the most value

Select ONE of the Following courses:

Hospitality Marketing with Digital Media

July 4 - 6, 2019 Instructor: Robert Kwornik

Hospitality marketing is becoming increasingly more complicated as brand management, demand generation, and marketing communications shift from traditional to digital media. As well, the forms and use of new media are fast changing the way in which hospitality marketers interact with customers—and how customers interact with each other. This course will involve participants in the state-of-the-art in digital marketing media for hospitality with a focus on search engine marketing, social media, mobile platforms, and online reputation management. Participants will learn both the theories of network-based marketing communication and the practical, real-world application and measurement of strategies, tactics, and technologies used in this evolving field. A highlight to the course is the contribution of executives from leading hospitality technology firms who will share their insights on best practices and the future of the field.

Topics Include:

- Integrating new media and traditional media for effective marketing communications
- Search marketing practices and analytics
- Web site design, best practices, and analytics
- Social media marketing: applications and analysis
- Online reputation management
- The mobile platform for marketing and experience management

Building the Human Capital Base: Essential Human-Resources Practices for Managers

July 4 - 6, 2018 Instructor: Bruce Tracey

This course provides a comprehensive opportunity to learn how to manage the most expensive and arguably most important organizational resource: human capital. It will focus on a number of "best practices" for staffing, training and development, performance management, incentive systems, and related human-resources practices that can be used to enhance functional effectiveness and improve firm performance in a wide variety of hospitality settings.

Topics Include:

- HR planning procedures
- High-performance staffing methods
- Dynamic learning systems
- Performance management and incentive programs
- HR metrics and analytics