

Western Technical College

10317128 Menu Planning & Design

Course Outcome Summary

Course Information

Description	Students learn the principles of menu planning and menu design as they relate to a variety of hospitality operations.
Career Cluster	Hospitality and Tourism
Instructional Level	Associate Degree Courses
Total Credits	2
Total Hours	54

Textbooks

317-128 *Menu Planning & Design*. Western. Publisher: Western. Required.

Program Outcomes

1. Apply principles of nutrition.
2. Plan menus.

Course Competencies

1. **Create a menu complete with descriptions, standardized recipes, costing, and plate diagrams.**

Assessment Strategies

- 1.1. Written Product
- 1.2. Performance

Criteria

You will know you are successful when

- 1.1. you produce a menu that exhibits standard grammar, punctuation, spelling, and word usage.
- 1.2. you develop menu descriptions, standardized recipes, recipe costing, and plate diagrams for your menu.
- 1.3. you develop a menu that conforms to U.S. government standards and truth-in-menu laws.
- 1.4. you use technology to produce a menu.
- 1.5. you produce a menu that earns a "C" or above for a grade.

Learning Objectives

- 1.a. Prepare menu copy using accurate terminology.
- 1.b. Develop menu descriptions, standardized recipes, recipe costing, and plate diagrams for your menu.
- 1.c. Create menus that meet U.S. government guidelines to include truth-in-menu laws.
- 1.d. Use correct grammar, spelling, and punctuation.

- 1.e. Use technology to plan and design menus.

2. Integrate principles of menu design and layout.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you select one of four main types of menu designs.
- 2.2. you develop a menu cover that creates the atmosphere desired.
- 2.3. you develop a list of all food for the menu with descriptions as well as boilerplate information.
- 2.4. you produce a menu that takes into account the psychological components of menu design.
- 2.5. you select typeface, paper stock, size of print, and color.

Learning Objectives

- 2.a. Select one of the four (single page, two-fold horizontal or vertical, three-fold) main types of menu designs for a particular establishment.
- 2.b. Develop a menu cover that creates the atmosphere desired, using the elements of cover size, cover material, and art to convey your message.
- 2.c. Develop a listing of all food for the menu with a description of each item along with boilerplate information.
- 2.d. Design a layout arrangement of the menu items that will take into account the customer's eye focus, order in which food is eaten and profitability margin of the item.
- 2.e. Produce the menu choosing paper stock, typeface, size of print, white space, and color.
- 2.f. Select typeface style and settings to reflect the character of the facility.

3. Apply principles of nutrition to menu development.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when

- 3.1. you develop a menu that meets the nutritional needs and preferences of the customer.
- 3.2. you plan items for your menu that meet the needs of specialized diets particularly allergen free and vegetarian.
- 3.3. you select preparation and cooking methods that preserve nutrients.
- 3.4. you provide nutritional information for customers.
- 3.5. you define factors that influence a customer's selection of food items.

Learning Objectives

- 3.a. Determine factors that influence selection of food items.
- 3.b. Identify sources of carbohydrates, proteins, and fats.
- 3.c. Provide nutritional information to customers.
- 3.d. Identify preparation and cooking methods that preserve nutrients.
- 3.e. Recognize types of vegetarian diets.
- 3.f. Identify procedures for labeling and preparing foods for customers with allergies.

4. Determine menu prices using proper cost control methods.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you calculate the raw food cost of a recipe.
- 4.2. you utilize purveyor software to determine prices of ingredients.
- 4.3. you describe how the external environment impacts price.
- 4.4. you calculate menu item markup using food cost information.
- 4.5. you calculate the individual portion cost of a recipe.

Learning Objectives

- 4.a. Utilize purveyor software (such as Reinhart's TracsDirect) to determine prices of ingredients.
- 4.b. Describe how the external environment impacts price.
- 4.c. Outline popular pricing strategies.
- 4.d. Calculate the raw food cost of a recipe.
- 4.e. Calculate menu item markup using food cost information.
- 4.f. Calculate the individual portion cost of a recipe.

5. Analyze menu for viable menu mix.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you produce a menu that is balanced in content.
- 5.2. you produce a sales mix analysis.
- 5.3. you determine a menu item's popularity.
- 5.4. you determine a menu's profitability.
- 5.5. you classify menu items as stars, plow horses, puzzles, or dogs.
- 5.6. you change the menu based on menu sales mix analysis.

Learning Objectives

- 5.a. Produce a sales mix analysis.
- 5.b. Determine menu item popularity.
- 5.c. Determine menu profitability.
- 5.d. Classify menu items as stars, plow horses, puzzles, or dogs.
- 5.e. Change the menu based on menu sales mix analysis.

6. Determine customer demographic bases and culinary trends.

Assessment Strategies

- 6.1. Written Product

Criteria

You will know you are successful when

- 6.1. you list factors that impact menu item selection.
- 6.2. you itemize customer concerns when selecting menu items.
- 6.3. you identify information sources that restaurants and food service managers use to understand the market environment.
- 6.4. you explain the importance of the economic environment in understanding market conditions.
- 6.5. you discuss the importance of the legal environment in assessing market conditions.
- 6.6. you describe the importance of vendors in assessing market conditions.

Learning Objectives

- 6.a. List factors that impact menu item selection.
- 6.b. Discuss internal concerns when selecting menu items.
- 6.c. Identify the key information sources restaurants and food service managers use to better understand their marketing environment.
- 6.d. Explain the importance of the economic environment in understanding market conditions.
- 6.e. Discuss the importance of the legal environment in assessing market conditions.
- 6.f. Describe the importance of vendors in assessing market conditions.

7. Develop standardized recipes.

Assessment Strategies

- 7.1. Written Product

Criteria

You will know you are successful when

- 7.1. you use units of measure for weight and volume.
- 7.2. you modify homestyle recipes into standardized recipes.
- 7.3. you demonstrate ingredient measurements for a standardized recipe.

- 7.4. you apply a conversion factor to ingredient lists to adjust the yield of a standardized recipe.
- 7.5. you apply terminology when developing a standardized recipe.

Learning Objectives

- 7.a. Use common units of measure for weight and volume.
- 7.b. Modify homestyle recipes into standardized recipes.
- 7.c. Demonstrate accurate ingredient measurement for a standardized recipe.
- 7.d. Apply a conversion factor to ingredient lists to adjust the yield of a standardized recipe.
- 7.e. Apply correct terminology when developing a standardized recipe.

8. Evaluate the menu's influence to facilities and operations.

Assessment Strategies

- 8.1. Written Product

Criteria

You will know you are successful when

- 8.1. you identify internal concerns when planning a menu.
- 8.2. you identify external concerns that impact menu planning.
- 8.3. you point out how a well-planned and executed menu will affect the bottom line of a facility.
- 8.4. you determine how a menu will affect the labor in a food service facility.

Learning Objectives

- 8.a. Identify internal concerns when planning a menu.
- 8.b. Identify external factors that impact menu planning.
- 8.c. Point out how a well-planned and executed menu will affect the bottom line of a facility.
- 8.d. Determine how a menu will affect labor in a food service facility.

9. Choose an appropriate menu style for a variety of food service operations.

Assessment Strategies

- 9.1. Written Product

Criteria

You will know you are successful when

- 9.1. you explain how the menu guides the customers to select desired items.
- 9.2. you demonstrate the principles of menu layout and design.
- 9.3. you illustrate how menu layout can influence purchases.
- 9.4. you explain how pricing psychology can influence customer purchases.

Learning Objectives

- 9.a. Explain how the menu guides the customers to select desired items.
- 9.b. Demonstrate the principles of menu layout and design.
- 9.c. Illustrate how menu layout can influence purchases.
- 9.d. Explain how pricing psychology can influence customer purchases.