

Montgomery County Community College  
CUL 220  
Menu Planning  
3-3-0

**COURSE DESCRIPTION:**

This course will introduce students into the art of menu writing. Topics include menu layout, design, development, descriptions, government regulations, pricing, sales mix, and management. Students will analyze different types of menus based on concept, cost, design and efficiency. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates

**REQUISITES:**

*Previous Course Requirements*

CUL 151 Purchasing & Cost Control

*Concurrent Course Requirements*

None

Upon successful completion of this course, the student will be able to:

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
1. Analyze basic menu planning principles, layout and design.	Written assignments & Lecture	Written Exam
2. Analyze menu item descriptions following established truth-in-menu guidelines.	Written assignments & Lecture	Written Exam
3. Determine menu prices utilizing proper cost controls and appropriate technology.	Written assignments & Lecture	Written Exam
4. Analyze a variety of menus i.e. a la carte, seasonal, cycle, ethnic, holiday, banquet, reception and buffet.	Written assignments & Lecture	Assignment
5. Discuss principles of nutrition as they relate to menu development.	Written assignments & Lecture	Assignment

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

## SEQUENCE OF TOPICS:

1. Lecture: Course Overview, Syllabus Overview, History
2. Lecture: Types of Menus and Intro to Demographics
3. Lecture: Flow of Food and Costing
4. Lecture: Mark-up Methods and Pricing
5. Lecture: Menu Engineering
6. Lecture: Menu Content, Design and Nutrition as it relates to the menu
7. Lecture: Menu Terminology, Ethics and Writing the Menu
8. Lecture: Menu Layout and Marketing
9. Lecture: Menu as a Management Tool
10. Final Exam

## LEARNING MATERIALS:

Drysdale, John & Galipeau, Jennifer. *Profitable Menu Planning 4<sup>th</sup> ed.* New Jersey. Pearson. 2008.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

## COURSE APPROVAL:

Prepared by: Debra Hunt	Date: 3/2005
Revised by: Debra Hunt	Date: 3/2009
Revised by: Christopher Allen Tanner, CEC, WCC, CHE, AAC Director of The Culinary Arts Institute and Debra Hunt, Coordinator of Hospitality Management	Date: 12/2012
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 1/14/2013
Revised by: Debra Hunt	Date: 1/27/2014
VPAA/Provost or designee Compliance Verification: Dr. Victoria Bastecki-Perez	Date: 11/2014
Revised by: Francine Marz, MBA, CEC Director of The Culinary Arts Institute	Date: 8/24/2015
VPAA/Provost or designee Compliance Verification: Dr. Victoria Bastecki-Perez	Date: 12/22/2015
Revised by: Joseph Jacques	Date: 6/27/2023
VPAA or designee Compliance Verification:	Date: 6/27/2023



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*