



INSTRUCTIONAL PACKAGE

CUL 238

Culinary Marketing (BKP STUDENTS)

Effective Term
AY 2020/2021

INSTRUCTIONAL PACKAGE

Part I: Course Information

Effective Term: Spring 2021

COURSE PREFIX: CUL 238

COURSE TITLE: Culinary Marketing (BKP)

CONTACT HOURS: 9

CREDIT HOURS: 3

RATIONALE FOR THE COURSE:

This course is designed to cover the marketing concepts and merchandising trends utilized in bakery and pastry operations. Emphasis is placed on menu planning, pricing products/strategies, resale and wholesale distribution methods, legal implications, and advertising techniques.

COURSE DESCRIPTION:

This course is a study of marketing strategies to promote the chef, the menu and the restaurant or food-service establishment.

PREREQUISITES/CO-REQUISITES:

CUL 128 or HOS 128

***Online/Hybrid** courses require students to complete the DLI Online Student Orientation prior to completing an online course. The DLI Online Student Orientation can be found in WaveNet, under the My Student tab.

REQUIRED MATERIALS:

Textbook: Labensky, Martel & Van Damme. - On Baking: Baking & Pastry Fundamentals 3rd Edition. Pearson: 2014. ISBN: 9780133859003

Advanced Bread and Pastries. A professional approach. Michael Suas. (2008).
Delmar Cengage Learning. Clifton Park, NY.

Please visit the [BOOKSTORE](#) online site for most current textbook information. Use the direct link below to find textbooks.

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

ADDITIONAL REQUIREMENTS:

BPA Tool Bag, Masking Tape, Sharpie, Pen, Notebook, and Full BPA Uniform.

Uniform: Double Breasted Coat w/ College Logo and Name Embroidered, Checkered Black and White Pants, Black Bakers hat, White Apron, and Black Slip Proof Kitchen Shoes.

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's student portal for course materials.
WaveNet and D2L email access.

STUDENT IDENTIFICATION VERIFICATION

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

CLASSROOM ETIQUETTE:

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

NETIQUETTE: is the term commonly used to refer to conventions adopted by Internet users on the web, mailing lists, public forums, and in live chat focused on online communications etiquette. For more information regarding Netiquette expectations for distance learning courses, please visit [Online Netiquette](#).

Part II: Student Learning Outcomes

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

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

- Demonstrate the correct use of basic baking and pastry equipment and tools
- List and demonstrate proficiency of ACFF Required Knowledge and Competencies.
- List and demonstrate the skills involved in the marketing, sales and distribution of a variety of baking and pastry products
- List and discuss qualities and standards for production of retail pastries and desserts
- List, discuss, and demonstrate standards for marketing product produced in the baking and pastry class

Course Objectives:

While objectives are specific areas of importance, competencies define a broader set of goals. At the completion of this course the student should be able to:

- Select and use basic pastry/bakery equipment under different production scenarios
- List and define marketing terminology specifically related to pastry/baked goods
- Market and cost items accurately
- Prepare and manage a Marketing timeline.
- Market and Prepare menus for presentation of retail desserts

- Market pastries in a professional manufacturing setting
- Identify and explain the following terms as they apply to the retail of pastry/baking products

Employability Skills:

One of the instructional goals of the International Culinary Institute of Myrtle Beach is to assist the student in developing employability skills by coaching and teaching these skills. This is accomplished by setting high expectations, and establishing accountability for these expectations by giving timely, positive and consistent feedback. Both the instructor and the students will participate in a learning community that models excellent employability skills: Teamwork, Time Management, Communication, Problem Solving, and Professionalism.

****Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates.***

General Education Outcomes

This course fulfills the following General Education Outcomes through:

- This setting brings up numerous points of discussion, description of job tasks, as well as leadership communication skills. Applies all management skills to scheduling of finished productions to enhance personal and professional growth.
- Students submit written plans and procedures prior to the practical hands on performance for the final projects to show the critical thinking process.
- Students perform Stages with in professional facilities in Hospitality Business Market. The student performance is then reviewed by Professionals within the community. The critiques are then given back to the students for retooling. This setting brings up numerous points of discussion, description of job tasks, as well as leadership communication skills

Upon completion of this course, students will be able to:

- Communicate effectively;
- Think critically;
- Self and professional development.

Effective Professional and Interpersonal Communication (EPIC)

This course fulfills HGTC’s Quality Enhancement Plan for Effective Professional and Interpersonal Communication. Upon completion of this course, students will be able to:

(Check all that apply.)

- Utilize appropriate communication formats when conveying professional and interpersonal

thoughts and ideas.

Apply appropriate language when speaking and writing for their chosen field of study or Industry.

Demonstrate appropriate communication techniques when engaging audiences.

Part III: Grading and Assessment

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*

Students' performance will be assessed, and the weight associated with the various measures/artifacts are listed below.

Evaluation and Grading

Daily grade - kitchen	40%
Competition & Student Stage Experience	20%
Fowler and CWPC Marketing Assessment	20%
Student Team Layers NEW ITEM Assessment	20%
Total	100%

Daily Points Breakdown (Total of 25 points per day) for 40% of Final Grade

(An absence equals ZERO)

Personal Appearance / Uniform	1-5 pts
Recipe Cards/Course Pack	1-5 pts
Technical skills/quality of work/participation	1-5 pts
Present and ON TIME	1-5 pts
Sanitation practices	1-5 pts

Competition and Student Stage Experience (100-point) for 20% of Final Grade

There are 3 parts to the Competition and Stage Grading Process

1. Performance Picture from Competition worth **7% points**
2. Term paper on marketing yourself as a Chef worth **7 % points**
3. Vetted Resume Form for employment worth **6 % points**

Fowler and CWPC marketing presentation (100-point) for 20% of Final Grade

There are two parts to the Fowler and CWPC for grading process

1. Menu writing for Fowler Dining room worth **10% points**
2. Term paper on importance of CWPC Certification worth **10 % points**

The two parts will be explained in detail at the end of week one, during lecture.

Student Team Layers NEW ITEM Fabrication (100-point scale) for 20% of Final Grade

There are 4 parts to the Layers Team Process

1. Social Media Screen Shots with LIA worth **5% of points**
2. Final picture of NEW LAYERS Product worth **5% of points**
3. Formula and Procedure of NEW ITEM worth **5% of points**
4. Cost Break down of NEW ITEM worth **5% of points**

These four parts will be explained in detail at the end of week one, during lecture.

No late assignments will be graded. You will receive a Zero for the Journal, Report or Test. This is your responsibility to keep up with!

***Students, for the specific number and type of evaluations, please refer to the Instructor's Course Information Sheet.**

GRADING SYSTEM:

- A 90 – 100
- B 80 – 89
- C 70 – 79
- D 60 – 69

GRADING SYSTEM:

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the [academic calendar](#) for deadlines for add/drop. You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course.

Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

For online and hybrid courses, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, and if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

Part V: Student Resources



STUDENT SUCCESS AND TUTORING CENTER (SSTC):

The SSTC offers to all students the following **free** resources:

1. **Academic tutors** for most subject areas, **Writing Center support**, and **college success skills**.
2. Online **tutoring** and academic support resources.
3. Professional and interpersonal communication **coaching** in the EPIC Labs.

Visit the [Student Success & Tutoring Center](#) website for more information. To schedule tutoring appointments using TutorTrac, visit the Student Services tab in WaveNet. Email sstc@hgtc.edu or call SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455, or go to the [Online Resource Center](#) to access on-demand resources.



CENTRAL STUDENT INFORMATION CENTER: TECH Central

TECH Central offers to all students the following **free** resources:

1. **Getting around HGTC**: General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) including scheduled technology training, Office 365 support, password resets, and username information.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.
5. **Chat with our staff on TECH Talk**, our live chat service. TECH Talk can be accessed on the student portal and on TECH Central's website, or by texting questions to (843) 375-8552.

Visit the [Tech Central](#) website for more information. Live Chat and Center locations are posted on the website. Or please call (843) 349 – TECH (8324).

STUDENT TESTING:

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

DISABILITY SERVICES:

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to HGTC's [Accessibility and Disability Service webpage](#). The Accessibility and Disability staff will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

STATEMENT OF EQUAL OPPORTUNITY/NON-DISCRIMINATION STATEMENT:

Horry-Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

TITLE IX REQUIREMENTS:

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college's Chief Student Services Officer, campus law enforcement, or with the college's Title IX Coordinator, or designee.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

INQUIRIES REGARDING THE NON-DISCRIMINATION/TITLE IX POLICIES:

Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs.

Dr. Melissa Batten, VP Student Affairs

Title IX Coordinator

Building 1100, Room 107A, Conway Campus

PO Box 261966, Conway, SC 29528-6066

843-349-5228

Melissa.Batten@hgtc.edu

Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources.

Jacquelyne Snyder, VP Human Resources

EEO and Title IX Coordinator

Building 200, Room 212A, Conway Campus

PO Box 261966, Conway, SC 29528-6066

843-349-5212

Jacquelyne.Snyder@hgtc.edu