

## **5.0    MARKETING**

**5.10 Restaurant Sales & Service (S):** Students will understand operational, marketing, and management functions specific to food service facilities. They will demonstrate competency by applying knowledge of operational, marketing and management strategies and practices to food service situations.

5.10.1 Business Foundations—discuss the business foundations and economic principles as they relate to food service facilities, including fast food, catering, banquets, and full service

5.10.2 Customer Service—describe guest relations techniques appropriate for a variety of food service operations

5.10.3 Facilities Planning—discuss effective floor plans; describe techniques for maximizing square footage, utilizing proper fixture arrangements, determining traffic patterns, and developing efficient arrangements of furnishings and equipment

5.10.4 Food and Beverage Presentation—discuss effective strategies for marketing menu items

5.10.5 Food Service Marketing—develop a marketing plan based upon research, analysis, and forecasting strategies

5.10.6 Health Standards—identify standards for maintaining a safe and sanitary work place

5.10.7 Human Resources—explain ways in which recruiting, training, and evaluating personnel affect management, customer services, and marketing of facilities