

MARKETING SCHOOL MEALS 266 – FACT SHEET

4 HOUR MODULE

Note: This course may also be taken as part of a 10 hour course. See Marketing School Meals 265.

LESSON I

Topic: Introduction of Marketing School Meals
Goal: To introduce the concept of marketing school meals.

LESSON II

Topic: Principles of marketing applied to self, customer, and competition.
Goal: To acquaint participants with how personal values and perceptions and those of your customers influence the effectiveness of your marketing efforts.