

MARKETING SCHOOL MEALS 265 – FACT SHEET 10 HOUR COURSE

Note: This course may also be taken in segments. See Marketing School Meals 266, Marketing School Meals 267, and Marketing School Meals 268.

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.

LESSON III

Topic: Creative Meals through Creative Menus
Goal: Acquire the necessary skills for developing marketing tools.

LESSONS IV AND V

Topic: Designing a Marketing Project/Plan
Goal: To practice the principles of marketing by developing a project or written action plan for a school building or a school district food service department.