

HOSP-2360: RESTAURANT MARKETING

Cuyahoga Community College

Viewing: HOSP-2360 : Restaurant Marketing

Board of Trustees:

January 2023

Academic Term:

Fall 2023

Subject Code

HOSP - Hospitality Management

Course Number:

2360

Title:

Restaurant Marketing

Catalog Description:

Course will focus on the role effective marketing and sales efforts play in the operation of a successful restaurant or foodservice outlet. Demographic and relevant market research will be conducted which will lead to the formulation of a marketing plan and budget. Additionally, ethics and marketing, the product life cycle, pricing strategies, feasibility studies, and the role of return on investment (ROI) will also be covered.

Credit Hour(s):

2

Lecture Hour(s):

2

Requisites

Prerequisite and Corequisite

HOSP-1360 Fundamentals of Restaurant/Foodservice Management.

Outcomes

Course Outcome(s):

Practice and refine analytical and decision making skills.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Conduct a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.
2. Analyze the competition through their marketing efforts.

Course Outcome(s):

Prepare to manage a restaurant/foodservice operation's marketing and promotion efforts.

Objective(s):

1. Define customer needs and their relationship to customer wants.
2. Demonstrate and understanding of the local marketing environment.
3. Identify and explain the roles of external and internal customers.
4. Plan and determine components of a promotion mix.
5. Discuss evaluation methods of marketing efforts.
6. Discuss the importance and role of ROI and marketing efforts.

Course Outcome(s):

Develop and present professional marketing and promotion plans.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Develop a marketing strategy and action plan for a proposed concept.
 2. Prepare marketing budgets.
 3. Conduct demographic and relevant marketing research.
 4. Develop and present various promotion strategies.
-

Course Outcome(s):

Comprehend standard applied marketing and business practices.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Define marketing and marketing concept.
 2. Identify and discuss marketing's "Four P's": Price, Promotion, Product and Place.
 3. Outline and discuss the product life cycle.
 4. Discuss and examine a feasibility study.
 5. Discuss and implement various pricing strategies.
 6. Discuss the role of ethics and marketing.
 7. Discuss and analyze the use of advertising, public relations, promotions and sales.
-

Methods of Evaluation:

METHODS OF STUDENT EVALUATION MAY INCLUDE ANY OF THE FOLLOWING:

- a. Progress tests
- b. Individual projects
- c. Team projects
- d. Final exam
- e. Classroom participation
- f. Oral Presentation

Course Content Outline:

- a. Introduction to restaurant marketing and sales
 - i. The marketing concept
 - ii. The four P's
 - iii. Product life cycle
 - iv. Ethics
- b. Assessing your business situation
 - i. Customer needs and wants
 - ii. Market environment
 - iii. Research
 1. Customers
 2. Competition
 - iv. SWOT analysis
- c. Create marketing plan

- i. Develop marketing strategy
- ii. Creation of marketing budget
- iii. Feasibility study
- d. Creating of pricing models
 - i. Pricing strategy
 - ii. Differentiators
 - iii. Internal/External pricing consideration
- e. Plan and implement promotion mix
 - i. Components of promotion mix
 - ii. Planning promotion mix
 - iii. Identify audience
 - iv. Determine strategies
 - v. Use of advertising
 - vi. Use of public relations
 - vii. Personal selling
 - viii. Cooperative marketing
 - ix. Implementation
- f. Evaluation and ROI
 - i. Evaluate plan
 - ii. Evaluate ROI

Resources

Kotler, Philip, John Bowen, and James Make. *Marketing for Hospitality & Tourism*. 8th ed. Prentice Hall, 2020.

Reid, Robert and David Bojanic. *Hospitality Marketing Management*. 6th ed. (classic text). New York: Wiley, 2016.

Kotler, Philip and Gary Armstrong. *Principles of Marketing*. Global edition. Prentice Hall, 2020.

Dev, Chekitan. *Hospitality Branding*. (classic text). Cornell University Press, 2012.

Dodson, David. *Branding Tree for Restaurants: A Revolutionary Guide to Grow Your Restaurant Into a Brand*. (classic text). CreateSpace Publishing Platform, 2012.

Bramble, Clifford. *The Business Side of Restaurants: How Intelligent Restaurant Business Entrepreneurs & Investors Can Lead, Win and Make More Money in Life*. 1st ed. Hungry Hospitality LLC, 2021.

Bramble, Clifford. *The Marketing Side Of Restaurants: How To Get Your Business Media Coverage And Be Smarter Than Your Competitors*. 1st ed. Hungry Hospitality, LLC, 2022.

Linkletter, Brett and Jace Kovacevich. *Misfit Marketing for Restaurants: How to Acquire, Retain, and Track Guests*. 1st ed. Misfit Media, Inc., 2020.

Wood, Andrew. *The Restaurant Marketing Bible*. 1st ed., Independently Published, 2019.

Chung, Kenny. *Restaurant Marketing Made Easy: Tools to successfully advertise your local business to a digitally savvy audience*. Independently published, 2020.

Resources Other

Nation's Restaurant News.Periodical and website: www.nrn.com

National Restaurant Association.www.restaurant.org

Top of page

Key: 2297