

Marketing Food Service

Goal	The goal of this lesson is to discuss the characteristics of service products and argue the marketing mix to promote the service products
Objectives	At the end of this lesson, learners will be able to; <ul style="list-style-type: none"> <input type="checkbox"/> Differentiate service products from manufacturing products <input type="checkbox"/> Explain the characteristics of service products <input type="checkbox"/> Comprehend the concept of marketing mix <input type="checkbox"/> Explain the SWOT analysis
Length	This lesson will take approximately 30 minutes to complete.
Content outline	<p>I. Marketing Food Service</p> <p>A. Service Products</p> <ol style="list-style-type: none"> 1. Characteristics 2. Comparison with manufacturing products <p>B. Marketing Mix</p>
Learning Activities	Learners will engage in the following activities during this lesson <ul style="list-style-type: none"> • Listen the lecture • Attend the discussion
Evaluation Strategy	I will know learners have mastered this content by: Making a small quiz at the end of the lesson