

Physical Menu Lesson Outline

Goal	The physical appearance of a menu is important to the business of a restaurant. The goal of this lesson is to examine the components and layout of a typical menu and understand the importance of menu design in terms of marketing strategy of a restaurant.
Objectives	At the end of this lesson the student will be able to: <ul style="list-style-type: none"> • Define the components of a menu • Understand the importance of menu cycle and pricing strategy • Use menu as a marketing tool
Length	This lesson will take approximately three 2-hour sessions to complete.
Content outline	<ul style="list-style-type: none"> ➤ Menu Management (Menu Cycle and Pricing Strategy) ➤ Menu Design (menu groups, group classifications, group specifications and specific menu items) ➤ Physical Layout Design ➤ Menu Copy (menu as an advertising medium) ➤ Menu Engineering
Learning Activities	Learners will engage in the following activities for this lesson <ul style="list-style-type: none"> • <i>Examples</i> – Have students go over the correct for of menu and afterwards the students can be given a bad example of a menu and asked to correct those mistakes. • <i>Group/Individual Projects</i> – Students can be asked to design their own menu.
Evaluation Strategy	Students' mastery of this content may be evaluated through individual/group projects, exams, and quizzes.