

Advertising and Marketing

One of the most important aspects to a product's success on the market is the Advertising and Marketing plan. Students need to create a slogan and three advertisements that will highlight the product qualities. These advertisements are used when the students prepare their food products with the food service.

Course Description:

What exactly does it take to develop a new product? This course is designed to show students just that. Working in small groups, students will develop a new, healthy food product. They will work collaboratively to prepare, package, market, and sell their nutritious product.

Course Objectives:

- Identify the importance and the influence today's society has on the nutritional needs and lifestyles of American people
- Analyze what consumers today want regarding food preparation and nutrition
- Understand basic concepts of nutrition and food consumption
- Compare and contrast food products that are of high nutritional value and cost effective
- Market a food product using a variety of advertising strategies
- Identify current trends and concerns in food technology

Learner Outcomes:

Students will research, develop, and test a new product to demonstrate an understanding of needs analysis; specific materials or technologies; material processing or design techniques, or both by:

- Researching the need and market
- Designing a new or improved product that meets the need
- Creating a new or improved product
- Testing and evaluating the product
- Assessing the impact of production, use, and eventual disposal of the product on the environment, society and health, as applicable

Recommended Materials:

Food Laboratory

Dietary Analysis Software; "Dine Healthy"