

Guam Community College

HS292-3 Practicum: Food & Beverage Operations & Administration

Total Hours: 60 Hours

Student Learning Outcomes (15): Part 1-B (15 Hours)

Prepared by Dr. Frank C. Tung

Student: Ms. Ann Michelle Salvado

Spring 2010

Upon completion of the second 15-hour of practicum at Onward Beach Hotel's Food & Beverage Department, Ms. Salvador will be able to:

1. Define sales.
2. Define marketing, and define market segmentation.
3. Explain the difference between marketing and sales.
4. List the steps of Food & Beverage Department marketing plan.
5. Identify the components of Food & Beverage department marketing plan.
6. Review the effectiveness of all 2009 food & beverage promotions conducted.
7. Identify 2010 planned food & beverage monthly promotions and describe the strategies used and will be using to ensure the success of the remaining of the food & beverage promotions for 2010.
8. Identify and describe the existing Banquet department's market share for various markets, and recommend potential marketing strategies to increase these markets' business.
9. Describe Chief Steward's job description and job specification. And
10. Identify and list all Sagano Japanese Restaurant operating equipment (front-of-the house only).