# Real-Time Marketing

October 24, 2001 – Satellite Seminar

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**National Food Service Management Institute**

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Marketing . . .
“the process of promoting, advertising, merchandising, and then selling.”

Marketing includes:
- Determining what the customer wants and needs.
- Providing products or services that meet those wants and needs.
- Informing the customer about the availability of products and services and the benefits of using them.
- Selling products and services at prices the customer considers to be fair.

The 4 P’s of Marketing
- **Product** - the goods or services that are provided to the customer.
- **Place** - how, where, and when the product or service is provided.
- **Price** - the value placed on the product or service being offered.
- **Promotion** - influencing the acceptability and sale of the products and services to the customer.

A marketing plan helps to:
- Organize small or large changes within a budget.
- Outline what your objectives are.
- Determine the most appropriate route toward achieving your objectives.

**8 Steps to a Successful Marketing Plan**
1. Establish measurable goals.
2. Identify the target audience.
3. Assess strengths and weaknesses.
4. Develop a specific message.
5. Develop strategies.
6. Develop budgets.
7. Implement strategies.
8. Evaluate results.
MY MARKETING PLAN

1. Establish goals

2. Identify target audience

3. Assess strengths and weaknesses

4. Develop a specific message

5. Develop strategies

6. Develop budgets

7. Implement strategies

8. Evaluate results
Internal Research

Internal research includes roundtable discussions, observation of plate waste, student advisory councils, surveys, taste tests, or feedback from employees.

Sensory Characteristics of Food

- **Flavor and Aroma** - a complex blend of smell, taste, feel, and temperature.
- **Texture** - dry or moist, solid or fluid, thick or thin, rough or smooth, coarse or fine, tough or tender, hard or soft
- **Appearance** - color, size, form, and arrangement of menu items on the plate and serving line. This will either attract the students’ interest or turn them away. The eye appeal of a food must be pleasing.

NOTES

Roundtable

Plate Waste Observation

Student Advisory Councils

Surveys

Taste Tests

Feedback
External Research

External research is taking a look at what is going on outside of the school that has had an impact on the Child Nutrition Program.

External research can be accomplished by:

- Reading trade and professional publications.
- Eating at local restaurants frequented by your customers and potential customers.
- Collecting menus to look for trends.
- Learning about what other school food service managers and directors are doing.
- Observing how successful companies are attracting your attention to their products and services.
- Searching the World Wide Web. A good resource for child nutrition professionals is the Mealtalk Internet discussion list: http://schoolmeals.nalusda.gov:8001/Discussion/index.html

NOTES
Garnishing can make quality food even more attractive to a potential customer. Using a garnish will:

- Improve the appearance of the food.
- Stimulate the desire to taste new food.
- Draw attention to foods that might not have been chosen.

**Easy Garnishes**

- Create carrot curls by making long strips with a vegetable peeler and placing in ice water for one to two hours.
- Mix red, yellow, and green pepper slices or dice into small pieces and sprinkle into soup or salad.
- Slice tomatoes and place on food items.
- Use whole fruits and vegetables as a centerpiece.
- Twist lemon, orange, or lime slices and place on food items.
- Place ice around fruit and salad bars.
- Add broccoli or parsley to food items.

**Basic Principles in Garnishing**

- Use a garnish that is simple and easy to prepare.
- Complement the flavor of the food with the garnish.
- Use edible garnishes.

*Source: Food Quality: Making the Grade in Child Nutrition, Part II*
Pretest

1. The 4 P’s of marketing include all of the following except:
   a. Product
   b. Place
   c. Portion
   d. Price
   e. Promotion

2. Marketing and selling have the same meaning.
   a. True
   b. False

3. If the quality of food products being served is poor, no amount of promotion can improve customer satisfaction or participation.
   a. True
   b. False

4. A marketing plan is used to keep track of your inventory.
   a. True
   b. False

5. The sensory characteristics of food are:
   a. Texture
   b. Appearance
   c. Price
   d. Flavor and Aroma
   e. A, B, and D
   f. All of the above

6. A student survey is a good tool for conducting internal research.
   a. True
   b. False

7. Garnishing helps to draw attention to foods that might not have been selected.
   a. True
   b. False

8. Your attitude toward your customer is reflected in how you look and act.
   a. True
   b. False

9. Evaluation is one step to a successful marketing plan.
   a. True
   b. False

10. A marketing plan is only needed when the cafeteria is being renovated.
    a. True
    b. False
Posttest

1. The sensory characteristics of food are:
   a. Texture
   b. Appearance
   c. Price
   d. Flavor and Aroma
   e. A, B, and D
   f. All of the above

2. Your attitude toward your customer is reflected in how you look and act.
   a. True
   b. False

3. A marketing plan is only needed when the cafeteria is being renovated.
   a. True
   b. False

4. Evaluation is one step to a successful marketing plan.
   a. True
   b. False

5. The 4 P’s of marketing include all of the following except:
   a. Product
   b. Place
   c. Portion
   d. Price
   e. Promotion

6. Marketing and selling have the same meaning.
   a. True
   b. False

7. Garnishing helps to draw attention to foods that might not have been selected.
   a. True
   b. False

8. A student survey is a good tool for conducting internal research.
   a. True
   b. False

9. A marketing plan is used to keep track of your inventory.
   a. True
   b. False

10. If the quality of food products being served is poor, no amount of promotion can improve customer satisfaction or participation.
    a. True
    b. False
Evaluation

Please complete this evaluation and fax or mail to NFSMI. Mark the number which best describes your feelings about Real-Time Marketing.

<table>
<thead>
<tr>
<th>1. This satellite seminar presented valuable information.</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. The education level was appropriate.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3. The accompanying handouts were useful.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4. I received at least one idea that can be used in my program.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5. The length of this satellite seminar was good.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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My position is (please mark one):

_____ Food Service Assistant  _____ Manager  _____ Director

_____ State Agency Staff  Other (Please specify)____________________

Suggested topics for future satellite programs:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Additional comments:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

MAIL TO:

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References

National Food Service Management Institute (Producer). (1999). Food quality: Making the grade in child nutrition, part 2 [videotape]. (Available from the National Food Service Management Institute, The University of Mississippi, P. O. Drawer 188, University, MS, 38677-0188)

Resources

National Food Service Management Institute (Producer). (1999). Food quality: Making the grade in child nutrition, part 1 [videotape]. (Available from the National Food Service Management Institute, The University of Mississippi, P. O. Drawer 188, University, MS, 38677-0188)
National Food Service Management Institute (Producer). (2000). Building quality meals: Standardized recipes and portion control [videotape]. (Available from the National Food Service Management Institute, The University of Mississippi, P. O. Drawer 188, University, MS, 38677-0188)

Answer Key

Pretest:  1. c  2. b  3. a  4. b  5. e  6. a  7. a  8. a  9. a  10. b
Posttest:  1. e  2. a  3. b  4. a  5. c  6. b  7. a  8. a  9. b  10. a
ASFSA Continuing Education Credit Form

Real-Time Marketing
October 24, 2001  ⋆ Satellite Seminar

National Food Service Management Institute
The University of Mississippi

Date_________________ Site________________________________________
Facilitator______________________________________________________
Name__________________________ ASFSA Membership Number______
Address________________________________________________________________
________________________________________________________________________
City__________________________ State__________ Zip__________
Telephone_________________________
Number Hours Credit Earned__________________________

Please complete form and hold until re-certification is due. Submit this form along with re-certification application and other documentation to your state School Food Service Association processor or to the ASFSA Certification Department at the address below:

Certification Department
American School Food Service Association
700 South Washington Street, Suite 300
Alexandria, VA 22314-4287