

# CUL 224 - BAKERY SALES WITH MERCHANDISING AND PACKAGING

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## Course Description

This course is designed for students who wish to pursue a career in pastry arts as well as to expand their creative talents by operating/owning a cafe/pastry shop. This course will cover all the different styles and costs of packaging as well as how to market products. Group 2 course.

## Credit Hours

2

## Contact Hours

2

## Lecture Hours

2

## Required Prerequisites

CUL 102, CUL 110, CUL 118, CUL 120, CUL 201, CUL 211, CUL 219, and CUL 220

## Corequisites

CUL 222, CUL 223

## Recommended Prerequisites or Skills Competencies

Word processing and spreadsheet skills

## General Education Outcomes supported by this course

Quantitative Reasoning

## Course Learning Outcomes

### Knowledge:

- Explain key concepts, terms, relationships relative to the modern baking industry.
- Describe how form and function interplay.
- Explain the function of basic baking ingredients.

### Application:

- Apply fundamental baking skills comfortably and effectively within the framework of a modern bakery.
- Critique baked products for quality and salability.
- Analyze recipes for accuracy and profitability.
- Demonstrate a comprehension of flavor profiling, ingredient selection, and presentation principles.
- Modify recipes to reflect the quantity needed for production.
- Demonstrate knowledge of production and packaging methods for a variety of bakery, and confectioneries.

- Demonstrate the principles of proper sanitation and hygiene methods and the safe and proper use of a variety of tools and equipment used in professional baking.
- Solve retail challenges through the application of data.

### Integration:

- Connect the knowledge in this course to real-life situations and experiences.
- Link the knowledge obtained in this course and the operation of a profitable bake shop.

### Human Dimension:

- Interact with others in a productive manner as part of a team.
- Interact with clients providing product information and quality customer service.
- See oneself as a resource to others who want to know more about the baking and pastry arts.
- Model standards in behavior, ethics, grooming and dress appropriate to culinary industry professionals.

### Caring - Civic Learning:

- Develop an interest in baking and pastry arts.
- Develop a curiosity about the baking and pastry arts and the drive to formulate new recipes and product presentation.
- Develop an understanding of social responsibility, as it relates to the bakery and pastry industry.

### Learning How to Learn:

- Take responsibility for learning about this subject after the course is over.
- Construct knowledge about creating baked products acquired from relevant resources.
- Self-assess one's ability to respond to new trends in baking and pastry arts by keeping abreast with current industry knowledge.