

SOUTHEAST COMMUNITY COLLEGE
COURSE SYLLABUS
Community Services and Extended Learning
Revision Date: 08-18-25

I. CATALOG DESCRIPTION

Course Number: FSDT1210
Course Title: Introduction to Food and Culinary Communications
Prerequisite(s): FSDT1012

Catalog Description: Learn how to communicate about food through writing, food blogging, podcasting and live media.

Credit Hours: 2.0
Class Hours: 30
Lab Hours: 0
Total Contact Hours: 30

II. COURSE OBJECTIVES: *Course will:*

- A. Demonstrate the importance of written and oral communication skills when speaking or writing about food in the media.
- B. Recognize career opportunities within food and culinary communications.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Discuss the history of food blogging and podcasting.
 - 2. Design and launch a food blog using minimal resources.
 - 3. Create, present and evaluate a food related podcast concept and episode.
 - 4. Create a recipe and provide content for an online magazine concept.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 1: Speech Communication
 - Outcome 3: Assess an audience and situation so as to adapt verbal and nonverbal messages to best meet the needs and expectations of the audience.
 - Outcome 4: Competently communicate messages - both verbally and nonverbally - to a variety of audience types and in a variety of situations.

IV. CONTENT/TOPICAL OUTLINE

- A. Written Communications
 - 1. Recipe writing and free-lance writing
 - 2. History of food blogging
- B. Oral Communications
 - 1. Verbal and non-verbal communication skills on camera
 - 2. History of podcasting and recipe videos
- C. Business Opportunities
 - 1. PR, Social Media, Blogging, Podcasting and other non-traditional opportunities in Food & Culinary
 - 2. Services and fees

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): Sarazen, R. *The Complete Recipe Writing Guide*, The Academy of Nutrition and Dietetics, Current Edition.
- B. Other Resources:
 - 1. Online websites/audiovisuals

2. Class presentations
3. Computer with internet access

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
1. Lecture
 2. PowerPoint, handouts
 3. Online quizzes and online discussions
 4. Class discussion/presentations/small group work

VII. METHODS OF EVALUATION

- A. Methods of evaluation typically include a combination of the following:
1. Discussion
 2. Quizzes
 3. Assignments
 4. Exams

B. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS:

- A. A grade of 70% (C) or better needed in degree program courses.