



Let's Sell Some Cupcakes!



Provided by HBA Educator Award Winner Amy Harkey, Family & Consumer Sciences Teacher, Purdy High School, MO

Baking is a skill students will use in their lives over and over again, perhaps baking cupcakes for themselves, or baking a cake for their future children or significant other. Incorporating baking into my entrepreneurship course has allowed students to see how their interests and skills can be used to create income.



Students marketed cupcakes with Mardi Gras and National Oreo Day events in mind. They created a business plan, including a cost analysis; created a flier and order form; and developed a timeline to take orders, bake, decorate and deliver cupcakes to customers; planned to send customer surveys to evaluate their performance post-delivery. The first group sent the Mardi Gras cupcake order forms to district staff and received orders for 10 boxes! The second group chose to make cookies and cream cupcakes for National Oreo Day. They received orders for six boxes of cupcakes and sold another two dozen cupcakes during high school lunch to students. Students were so successful, they were asked for special orders to make St. Patrick's Day cupcakes for the elementary staff and cupcakes for a bridal shower.

Baking and marketing products require FACS students to use so many skills they learn from different courses, including planning, organization, time management, mathematical skills, understanding baking science, flavor combinations, creativity, design, packaging, teamwork, communication, problem-solving, advertising and more.

Objectives:

1. Describe the function of ingredients used to make cakes.
2. Learn how to prepare a variety of frostings.
3. Explain basic cake finishing techniques.
4. Understand how to assemble a variety of cakes.
5. Demonstrate techniques to frost a cupcake.

Purdy R-II Elementary
Mar 17 · 📍
Thank you to these amazing students for making these cupcakes! They were so yummy!



Ms. Harkey's FCS Classes
Mar 9 · 📍
Entrepreneurship Class' Bakery Team celebrated National Oreo Day selling Oreo cupcakes & Oreo fudge! They did such a great job!!!! So very proud of my students for everything they've accomplished! Stayed tuned for upcoming projects! They have more amazing things coming!! #EagleExcellence #FCS



National Standards for Family and Consumer Sciences Education leadfcsed.org/national-standards.html

1.0 - Career, Community & Family Connections

- 1.2.3 Apply communication skills in school, community and workplace settings and with diverse populations.
- 1.2.4 Demonstrate teamwork skills in school, community and workplace settings and with diverse populations.
- 1.2.6 Demonstrate leadership skills and abilities in school, workplace and community settings.
- 1.2.8 Demonstrate employability skills, work ethics, and professionalism.

3.0 - Consumer Services

- 3.5.8 Utilize appropriate marketing and sales techniques to aid consumers in the selection of goods and services that meet consumer needs.

9.0 - Food Science, Dietetics and Nutrition

- 9.7.7 Analyze the impact of food presentation methods and techniques on nutrient value, safety and sanitation, and consumer appeal of food and products.

7.0 - Family & Human Services

- 7.3.2 Demonstrate professional and ethical behavior with peers in a variety of settings.

8.0 - Food Production & Services

- 8.1.2 Analyze opportunities for employment and entrepreneurial endeavors.
- 8.2.5 Practice standard personal hygiene and wellness procedures.
- 8.2.6 Demonstrate proper purchasing, receiving, storage, and handling of both raw and prepared foods.
- 8.2.7 Demonstrate safe food handling and preparation techniques that prevent cross contamination from potentially hazardous foods and food groups.
- 8.2.8 Analyze current types of cleaning and sanitizing materials for proper use.
- 8.5.1 Demonstrate professional skills in safe handling of knives, tools, and equipment.
- 8.5.2 Demonstrate professional skill for a variety of cooking methods and baking using professional equipment and current technologies.

- 8.5.3 Demonstrate knowledge of portion control and proper scaling and measurement techniques.
- 8.5.4 Apply the fundamentals of time, temperature, and cooking methods to cooking, cooling, reheating, and holding of a variety of foods.
- 8.6.3 Apply accounting procedures in planning and forecasting profit and loss.

13.0 - Interpersonal Relationships

- 13.3.2 Demonstrate verbal and nonverbal behaviors and attitudes that contribute to effective communication.
- 13.5.5 Demonstrate ways to organize and delegate responsibilities.
- 13.4.3 Apply the roles of decision making and problem solving in reducing and managing conflict.
- 13.1.1 Analyze processes for building and maintaining interpersonal relationships.
- 13.5.2 Demonstrate strategies to motivate, encourage, and build trust in group members.

Let's Sell Some Cupcakes: A HomeBaking.org Educator Award Lesson by Amy Harkey, Purdy HS, Missouri

Instruction

Introduction

Give students 5 minutes to work with a partner to describe the perfect cake or cupcake. Have each pair share their ideal cake or cupcake with the class.

Baking & Frosting Presentation

homebaking.org/wp-content/uploads/2024/08/1.1-Cakes-Frosting.pdf

Cake Ingredients (slides 5-7)

Slide 6: Quality ingredients, proper balance of ingredients, proper temperature

Slide 7: Classifications of each cake ingredient and their purpose

Mixing Methods (slides 8-11)

Slide 9: Goal of mixing cake and two categories of mixing methods

Slide 10: High Fat Method directions, characteristics

Slide 11: Whipped-Egg Method directions or examples

Panning, Baking & Cooling Cakes (slides 12-18)

Slide 13: Goal, products used and tip

Slide 14: Fats used in preparing pans

Slide 15: Filling cake pans directions

Slide 16: Baking temperatures

Slide 17: How to tell when a cake is done

Slide 18: Proper way to cool cakes

Frostings (slides 19-25)

Slide 20: Frosting definition

Slide 21-22: Seven types of frostings, ingredients and characteristics

Slide 23: Buttercream (for this lesson we are focusing on buttercream frosting)

Slide 24: Three most popular buttercreams, definitions and uses
Discuss why pasteurized eggs should be used for safety

Slide 25: Preparing simple buttercream directions

Assembling and Decorating Cakes (slides 26-34)

Slide 27: Assembling cake procedures

Slide 28: Simple decorating techniques

Slide 29: Tinting frosting tips

Slide 30: Piping supplies

Slide 31: Filling a piping bag

Slide 32: Video demonstration

Slide 33: Decorating tips

Teacher Extras!

Review [Baking and Flour Food Safety](#) for preparation, handling and packaging baked goods, and interior doneness temperatures.

Have students insert the food safety step or temperature needed in the recipe directions.

Safe Recipe Style Guide saferecipeguide.org

Chef Eleonora from Domino Test Kitchens provides a [Tutorial on Icing and Buttercream Frostings](#) youtu.be/8s26XkGaAJk

How to Make Perfect Frosting from Domino Sugar dominosugar.com/baking-tips-how-tos/how-make-perfect-frosting/baking-tips-how-tos/how-make-perfect-frosting

Piping Practice

Measurable Objective: Students will be able to demonstrate ten techniques to decorating cupcakes using five different piping tips with 90% accuracy.

Show the video [10 Ways to Ice a Cupcake](https://youtu.be/nBf4loaOraA) <https://youtu.be/nBf4loaOraA>

Materials needed:

- Piping Bags
- Tips: #829, #809, #1M, #2A, #22
- Instant Mashed Potatoes
- Wax or Parchment Paper
- **Student Evaluation Rubric**

Marketing Plan

Develop Plan

Measurable Objective: Students will work with a partner to create and market their cupcakes using the [Cupcake Marketing Plan Template](#).

Students will use their prior knowledge to complete their marketing plan.

Implement Plan

Students will advertise their cupcakes, take orders, bake, frost and package cupcakes, and then deliver them to customers by desired delivery date.

Evaluate Plan

Measurable Objective: Students will complete the [Project Evaluation Template](#) with 80% accuracy. The Project Evaluation Template includes customer survey, cost and profit analysis, and a self-evaluation.

Also try the [Bake for Funds Planning Guide](#) to assist in developing a marketing plan homebaking.org/wp-content/uploads/2020/11/bakeforfunds-final.pdf



Visit the [Home Baking Association Baking Glossary](#) for baking terms homebaking.org/glossary

Dock	Scale and scaling
Fermentation	Weigh
Flour	Wheat flour
Gluten	Whole wheat
Preheat	Yeast
Rest time	

More [Home Baking Association](#) resources at HomeBaking.org

- » [Visuals](#): videos, infographics and presentations
- » [Members](#): HBA member companies, associate members and partners
- » [Domino and C&H Sugar](#) frosting infographic guide homebaking.org/infographics
- » [Ingredient Functions](#) presentation homebaking.org/wp-content/uploads/2023/09/Baking-Ingredient-Functions23.pdf

Bigger, Bolder Baking with Gemma Stafford

biggerbolderbaking.com

Cake Videos with Chef Gemma

youtube.com/user/GemmaStafford/videos

King Arthur Baking

[Six Cake Mixing Methods](https://kingarthurbaking.com/blog/2017/04/28/cake-mixing-methods)

kingarthurbaking.com/blog/2017/04/28/cake-mixing-methods

Baker Bettie bakerbettie.com

Self-directed Cake Making

[Learning Track bakerbettie.com/cake-making-learning-track](https://bakerbettie.com/cake-making-learning-track)



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Cupcake Piping Practice Rubric

Name: _____

Score: _____ /75 points

Objective: Demonstrate 5 ways to decorate cupcakes using the proper techniques with 90% accuracy.

Directions:

- Gather supplies needed:
 - #829, #809, #1M, #2A, #22
 - Piping bags
 - Waxed paper or parchment paper
 - Instant mashed potatoes
 - Bowl
 - Spoon
 - Spatula
- Prepare instant mashed potatoes, following directions on box.
- Fill piping bags with mashed potatoes
- Watch [10 WAYS TO ICE A CUPCAKE](#) video.
- Practice each technique on wax paper or parchment paper.
- Write the name of the technique next to the example you wish to be graded.



	Excellent 13-15 Points	Good 11-12 Points	Average 8-10 Points	Needs Improvement 0-7 Points	TOTAL
Following Proper Safety & Sanitation Procedures	0-1 safety or sanitation non-critical violation was demonstrated	1-3 safety or sanitation non-critical violations were demonstrated	2-4 safety or sanitation critical violations were demonstrated	4 or more safety or sanitation critical violations were demonstrated	
Filling Piping Bags	Proper technique was followed to place piping tips and fill piping bags.	1-2 mistakes were made while placing piping tips and filling piping bags.	3-4 mistakes were made while placing piping tips and filling piping bags.	5 or more mistakes were made while placing piping tips and filling piping bags.	
Cupcake Icing Techniques	The following techniques were demonstrated: Classic Swirl Short Twist Perfectly Round The Dollop The Rosette 1M Wave Ice Cream Swirl The Petal The Spike Baby Swirls	1-3 techniques were NOT demonstrated (check missed ones): __ Classic Swirl __ Short Twist __ Perfectly Round __ The Dollop __ The Rosette __ 1M Wave __ Ice Cream Swirl __ The Petal __ The Spike __ Baby Swirls	4-6 techniques were NOT demonstrated (check missed ones): __ Classic Swirl __ Short Twist __ Perfectly Round __ The Dollop __ The Rosette __ 1M Wave __ Ice Cream Swirl __ The Petal __ The Spike __ Baby Swirls	7+ techniques were NOT demonstrated (check missed ones): __ Classic Swirl __ Short Twist __ Perfectly Round __ The Dollop __ The Rosette __ 1M Wave __ Ice Cream Swirl __ The Petal __ The Spike __ Baby Swirls	
Clean-up	Work area, equipment were thoroughly cleaned. All supplies and equipment were properly put away.	Work area, equipment were thoroughly cleaned. Most supplies and equipment properly put away. (Some items were left out or not put in their proper location.)	Work area, equipment were not cleaned. OR Dishes left in the sink. OR Supplies and equipment left out.	Work area, equipment were not cleaned. Dishes left in the sink. Supplies and equipment left out.	
Time Management	Student followed directions, used time wisely, completed lab on time.	Student needed redirection but completed lab on time.	Student completed lab, but not during normal class time.	Student did not complete lab.	
TOTAL					