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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Introduction to Culinary Arts |
| **Lesson/Unit Title** | Marketing Strategies for your Restaurant |
| **TEKS Student Expectations** | **130.253. (c) Knowledge and Skills**  (2) The student gains academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within the restaurant food service industry. The student is expected to:  (A) organize oral and written information;  (B) compose a variety of written documents such as menus, presentations, and advertisements.  (3) The student uses verbal and nonverbal communication skills to create, express, and interpret information to establish a positive work environment. The student is expected to:  (A) develop and deliver presentations;  (B) identify various marketing strategies used by the food service industry such as traditional and innovative marketing strategies. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Identify marketing strategies for a food venue * Analyze the small business association’s online training course for marketing * Understand a target market * Design and create an advertisement for a food venue |
| **Rationale** | You would like to open a restaurant but are not sure where to locate it, what customers you would serve or who your competitors would be. There is a lot to opening a restaurant and one of the components is marketing research. Let’s find out what we would need to do to add entrepreneur to our career portfolio. |
| **Duration of Lesson** | Four 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Customer:** A person or organization that buys goods or services from a store or business  **Market research:** The action or activity of gathering information about consumers’ needs and preferences  **Market segmentation:** The process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics  **Marketing:** The action or business of promoting and selling products or services, including market research and advertising  **Marketing strategy:** The goal of increasing sales and achieving a sustainable competitive advantage  **Target market:** A particular group of consumers at which a product or service is aimed |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for multimedia presentations * Computers with internet access (be sure to follow school district guidelines) * Headphones * Light projector (Elmo) * Printer   **Materials:**   * Chalk (if using a blackboard) * Dry erase markers (various colors) * Restaurant advertisements (local)   + Coupons   + Flyers   + Mail outs   + Menu boards   + Signs * Promotional items (with food venue logo)   + Aprons   + Caps   + Cups   + Key chains   **PowerPoint:**   * Marketing Strategies for Your Restaurant   **Technology:**   * Free iPad App:   + Marketing 101: What is Marketing  Learn from marketing experts how to get the boost your brand needs. <https://itunes.apple.com/us/app/marketing-101-what-is-marketing/id513965773?mt=8> * Infographics:   + Marketing: Data Analysis vs. Creative Marketing  Technology has transformed marketing into an accountable, data-driven department, capable of testing, measuring, and optimizing campaigns to perfection.<http://www.dailyinfographic.com/marketing-data-analysis-vs-creative-marketing> * TED Talk:   Making sense of marketing in the digital age: Mike Osswald at TEDxToledo   Mike is the VP of Experience Innovation at Hanson. He holds a bachelor’s degree in marketing management and an MBA with a marketing management focus, both from the University of Toledo. He is a member of the Usability Professionals’ Association, the Information Architect Institute, ACMSIGCHI, and the Interaction Design Association. He is also the president and sole member of the Seriously Mad Skills with Post-It Notes Association, but isn’t one to eschew the wonders of Scotch tape and small scraps of paper.<http://tedxtalks.ted.com/video/Making-sense-of-marketing-in-th>  **Graphic organizers:**   * Target Markets * Target Markets (Key)   **Handouts:**   * Food Venue Advertisement * Marketing Chalk Talk Example * Rubric for Food Venue Advertisement |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Become familiar with the Small Business Administration’s Learning Center that provides a 30-minute online course in Marketing. This course will provide students with a certificate they will be able to add to their portfolio.   * Competitive Advantage  What sets you apart from your competition? Learn how to get a competitive advantage with this course. Learn how to brand, study your competition, identify customers and their preferences, create pricing strategies and much more. Leverage the uniqueness of your business to create a real competitive advantage.<https://www.sba.gov/tools/sba-learning-center/training/competitive-advantage>   Display as many items from the Materials or Specialized Equipment Needed tab as you have available on a table in front of the room so that students may view as they enter.  A Chalk Talk will be used in this section. Preview the Marketing Chalk Talk Example so that you will understand what to do with the students.  Write the following two statements in large letters on a white/chalk board for students to see as they enter the classroom:  What marketing strategies have attracted you to local food venues? Where have you seen these marketing strategies?  Note: If a white board is not available, print the statement on a white sheet of paper and place on a light projector to view on a screen. Students may write their answers to be displayed on this paper.  Students, either one by one or a few at a time, walk up to the board and add their comments, ideas, or suggestions. The activity can be timed, and can also be done in silence.  Begin a discussion with the students about the marketing strategies food venues use to attract customers.  If possible, save the Marketing Chalk Talk on the board as it will be discussed in the Lesson Closure section. If the board is needed, take a picture with a camera, smart phone, or tablet so that it can be shown on a projector. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Select and distribute a handout or graphic organizer such as Note-Taking or Information Wheel (links below) from the Instructional Strategies drop down menu in Classroom Essentials or ask students to take notes in their journal books or on their own paper. <http://cte.sfasu.edu/wp-content/uploads/2015/03/Note-Taking.pdf><http://cte.sfasu.edu/wp-content/uploads/2012/07/Information-Wheel.pdf>  Introduce the PowerPoint (),Marketing Strategies for Your Restaurant (see All Lesson Attachments tab). Students will be expected to take notes while viewing the slide presentation. Allow time for classroom discussion.  Distribute the graphic organizer Target Markets and instruct the students to complete the segments for each target market.  View the YouTube video from the Small Business Association:   * Fuego Mundo: Interact with your Community using Free Marketing  Fuego Mundo creates a unique dining experience by bringing the flavors, spices, and culture of South America to Sandy Springs, GA. The restaurant uses social media to request feedback from its customers for improvement. Even its name was decided on a social network!<https://www.youtube.com/watch?v=a0QtkVEL6H0>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * provide a copy of slide presentation |
| **Guided Practice \*** | Direct students to the computers and instruct them to log on to the Small Business Association’s website and the Learning Center for the online training. They will need headphones to complete the self-paced course that will provide them with a certificate of completion at the end. Students will be able to add this certificate to their portfolio.  Small Business Administration Learning Center Online Training   * Competitive Advantage  What sets you apart from your competition? Learn how to get a competitive advantage with this course. Learn how to brand, study your competition, identify customers and their preferences, create pricing strategies and much more. Leverage the uniqueness of your business to create a real competitive advantage.<https://www.sba.gov/tools/sba-learning-center/training/competitive-advantage>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * provide a text based accessible version of online course * check for understanding |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two or three students.  Read the following scenario:  You are part of a marketing team employed at a food and beverage business. The manager would like for your team to come up with new marketing ideas for the business. What will your team do?  Distribute the handout Food Venue Advertisement and instruct the students to select a promotional material of their choice to create a food venue advertisement.  Remind them to keep costs to a minimum and use recycled items when possible.  Distribute the Rubric for Food Venue Advertisement so that students will know what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage creativity * praise participation |
| **Lesson Closure** | Review terms, definitions, and objectives.  Review the Marketing Chalk Talk created in the Anticipatory Section.  Ask students the following questions:   * What were the common elements for the marketing strategies? * If you could rank the marketing strategies, how would you rank them and why? * What other elements are important in marketing strategies? |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * providing guided participation * extra time for oral response * encourage participation |
| **References/Resources/**  **Teacher Preparation** | **Textbooks:**   * *Culinary essentials.* (2010). Woodland Hills, CA: Glencoe/McGraw-Hill. * *Foundations of restaurant management & culinary arts.* (2011). Boston, MA: Prentice Hall. * Reynolds, J. S. (2010). *Hospitality services: Food & lodging.* Tinley Park. IL: Goodheart-Willcox Company.   **Websites:**   * Small Business Administration Learning Center Online Training   + Competitive Advantage  What sets you apart from your competition? Learn how to get a competitive advantage with this course. Learn how to brand, study your competition, identify customers and their preferences, create pricing strategies and much more. Leverage the uniqueness of your business to create a real competitive advantage.<https://www.sba.gov/tools/sba-learning-center/training/competitive-advantage>   **YouTube:**  Fuego Mundo: Interact with your Community using Free Marketing  Fuego Mundo creates a unique dining experience by bringing the flavors, spices, and culture of South America to Sandy Springs, GA. The restaurant uses social media to request feedback from its customers for improvement. Even its name was decided on a social network!<https://www.youtube.com/watch?v=a0QtkVEL6H0> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Draw visual representations of terms on word wall * Add terms and definitions to personal dictionary * Utilize Four Corners Vocabulary/Word Wall Activity <http://cte.sfasu.edu/wp-content/uploads/2012/02/Four-Corner-Vocabulary2.pdf> |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Other articles pertaining to this lesson that students may read include:   * How to Develop a Competitive Marketing Strategy  Marketing is an integral aspect of a successful business. Marketing helps bring new customers to your business and keeps existing customers from taking their business elsewhere.<http://www.ehow.com/how_7673703_develop-competitive-marketing-strategy.html> * Marketing 101  In order to successfully grow your business, you’ll need to attract and then work to retain a large base of satisfied customers.<https://www.sba.gov/content/marketing-101-basics> * Marketing Strategies for Pizza Businesses   Even if you have the best pizza in the world, without a marketing strategy, you may be losing out on customers.<http://www.ehow.com/info_7807154_marketing-strategies-pizza-businesses.html>   **Reading Strategy** Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. <http://cte.sfasu.edu/rgroup/instructional-strategies/page/4/> |
| **Quotes** | Advertising is the ability to sense, interpret… to put the very heart throbs of a business into type, paper, and ink. **-Leo Burnett**  You can have the best product or service in the world, but if people don’t buy – it’s worthless. So, in reality it doesn’t matter how wonderful your new product or service is. The real question is – will they buy it? **-Noel Peebles**  If you don’t believe in your product, or if you’re not consistent and regular in the way you promote it, the odds of succeeding go way down. The primary function of the marketing plan is to ensure that you have the resources and the wherewithal to do what it takes to make your product work. **-Jay Levinson**  The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. **-Peter F. Drucker** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * The family target market is the most popular segment because … * Location of a food venue is important because … * Knowing what the competition is selling is important because … * I think the next trend will be …   **Writing Strategy:**   * RAFT (Role/Audience/Format/Topic) writing strategy:   + Role – restaurant owner   + Audience – families living in the area   + Format – advertisement   + Topic – grand opening   + Design a flyer that can be distributed in the area of your food venue inviting families to the grand opening of your restaurant. |
| **Communication**  **90 Second Speech Topics** | * Three things I like about marketing are … * Marketing is like … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Create an actual TV or radio advertisement for the restaurant.  **Infographic:**  Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.  The infographic below is related to this lesson. Allow students to view the image on a projector and lead a discussion concerning the information provided.   * Marketing: Data Analysis vs. Creative Marketing  Technology has transformed marketing into an accountable, data-driven department, capable of testing, measuring, and optimizing campaigns to perfection.<http://www.dailyinfographic.com/marketing-data-analysis-vs-creative-marketing>   **TED Talk:**  TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event.  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.  Making sense of marketing in the digital age: Mike Oswald at TEDxToledo  Mike is the VP of Experience Innovation at Hanson. He holds a bachelor’s degree in marketing management and an MBA with a marketing management focus, both from the University of Toledo. He is a member of the Usability Professionals’ Association, the Information Architect Institute, ACMSIGCHI, and the Interaction Design Association. He is also the president and sole member of the Seriously Mad Skills with Post-It Notes Association, but isn’t one to eschew the wonders of Scotch tape and small scraps of paper.<http://tedxtalks.ted.com/video/Making-sense-of-marketing-in-th> |
| **Family/Community Connection** | Contact the local college in the area, ask the marketing professor to come and speak to the class about marketing and advertising.  Contact the local newspaper and radio stations, talk to the advertisement department about having a representative come and discuss advertisement development in their industry. |
| **CTSO connection(s)** | **Family, Career, and Community Leaders of America**  <http://www.fcclainc.org>   * Entrepreneurship  An individual or team event – recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations. * Hospitality, Tourism, and Recreation  An individual or team event, recognizes participants who demonstrate their knowledge of the hospitality, tourism, and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism, or event coordination.   **SkillsUSA**  <http://skillsusa.org/>   * Advertising Design Tests technical skills and creative aptitude just as though contestants worked for an ad agency. In addition to a written test, competitors will re-create a given advertisement on the computer. Competitors are judged on their accuracy, proficiency with industry standard software and ability to meet the given deadline. Contestants also compete in a creative portion of the competition. The creative portion involves the application of creative thinking and development of a design problem. Layout, drawing and illustration skills are used, as well as their ability to create vibrant, effective designs using the computer |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson. [www.ysa.org](http://www.ysa.org)  Possible idea: Students could create advertising campaigns for service projects. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)