**Marketing the Menu Project**

You and a partner will develop marketing promotion materials for a fictional or existing foodservice establishment. This project will include the following four components:

* Menu Creation
* Marketing Samples (external)
* Market Research
* Promotional Campaign (internal)

Follow directions carefully for each segment of the Marketing Project. Each area is worth 25% of your final project grade. All four areas must be presented together as part of the final Project package in front of the class.

1. **Menu Creation**

Develop a menu for your restaurant. Use the guidelines in Chapters 21 and Chapter 12 in the white ICA and red Culinary Essentials textbooks to select menu items with pricing, design a cover page and the menu’s interior layout. You need to come up with three appetizer items, 3 entrée items, 3 drinks and 3 desserts. You are encouraged to experiment with various fonts, shapes, styles, and layouts. You may also use templates on: <https://templates.office.com/?legRedir=true&CorrelationId=5bb92c7e-969f-4959-b463-2de8526a87e8>

<http://www.musthavemenus.com/menu/browse.do>

1. **Marketing Samples**

Develop an external advertisement for your chosen establishment. This can be in the form of a newspaper, magazine or billboard ad, 30 second radio commercial or 30 second television commercial.

* Print Advertisement- color graphics, decorative type styles, borders, catch phrases, quotes, slogans and logos of professional quality must be included.
* 30 second Radio Commercial- written script, music and sound effects must be included. You may perform in front of the class or pre-record your commercial and bring it in for the class to listen.
* 30 second television commercial- written script, music, sound effects and video tape must be included. Note: this activity requires the use of a video camera and camera operator. If the video is to be shot on-site of an existing establishment, prior approval by the restaurant manager will be required. Otherwise shooting the video in class will require the addition of backdrop and props.
1. **Market Research**

Gather information about your establishment using methods from page 686 in the ICA textbook by developing one of the following survey strategies:

* Comment Card with at least 5 questions, official format, and professional appearance. Open Google Images and type in “restaurant customer comment card samples” to see acceptable samples of questions and format. Should be no more than ½ page.
* Telephone Script Survey with at least 10-15 questions
* Market Area Demographic Information- Describe the customers in your establishment’s area (age, sex, incomes, occupations, location of homes or offices, lifestyle, business patterns and tastes). Show proof of research.
1. **Promotional Campaign**

Develop **two** Internal Advertisement materials for your establishment. You may choose two from: Table Tent, Poster, Brochure, Discount coupon, Contest, Frequent Diner program, Menu insert, Specials Board

**Project will be presented on Friday December 6th 2019.**