



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Promotion

RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain menu items.
2. Determine menu pricing.
3. Explain the role of promotion as a marketing function.
4. Describe the concept of promotion in the hospitality and tourism industry.
5. Explain promotional methods used by the hospitality and tourism industry.

CASE STUDY SITUATION

You are the general manager of STEAKHOUSE, a high-end restaurant known for its high-quality cuts of beef. The restaurant is in a neighborhood two blocks from a university campus that serves 10,000 students and houses 5,000 students in on-campus dormitories and apartments. The neighborhood has a plethora of fast food, fast casual and family style restaurants. STEAKHOUSE is the only high-end dining establishment in the neighborhood.

STEAKHOUSE is open for dinner Tuesday through Sunday, from 5:00PM – 11:00PM. The menu is simple, yet extravagant. All menu items are a la carte. The appetizer selection includes crab cakes, seared ahi tuna, lobster ravioli, veal stuffed mushrooms and calamari. Appetizers range in price from \$8.99 - \$12.99. Side items include roasted brussels sprouts, asparagus, potatoes au gratin, cremini mushrooms, baked potatoes, creamed spinach and lobster macaroni and cheese. Side items range in price from \$5.99 - \$12.99.

The main entrees at STEAKHOUSE include a variety of cuts of beef: porterhouse, ribeye, filet mignon and New York strip. The main entrees also include pork tenderloin, veal, lamb chops, sea bass and chicken breast. The main entrees are priced from \$19.99 - \$34.99.

The restaurant has a loyal base of customers that are made up of university staff and older community members. While the university campus is extremely close to STEAKHOUSE, it is rare for local college students to frequent the restaurant unless accompanied by parents. The menu pricing at STEAKHOUSE is simply too expensive for most college students.

The owner of STEAKHOUSE feels that if the restaurant made additions to the menu and correctly promoted the changes to local college students, they would be more likely to frequent the restaurant.

The owner has read research on the dining habits of college students and has learned the following:

- College students seek out savings/deals
- College students like to try new restaurants
- College students are flexible with meal times
- College students have short marketing attention spans; they average 8 seconds viewing marketing ads and the ads must be appealing and shareable to gain views at all.

YOUR CHALLENGE

The owner of STEAKHOUSE wants to attract local college students to the restaurant without cheapening the STEAKHOUSE brand. The owner is not interested in offering coupons or devaluing the high-end experience, however, the owner feels that adding other menu items that appeal to the college market could be beneficial. The owner wants you to decide the following, based on the above research:

- New menu items to add
- Prices of additional menu items
- Methods to promote the additions to the college student market

- Methods to ensure additions to not devalue the STEAKHOUSE brand

You will present your recommendations to the owner in a meeting to take place in the owner's office. The owner may be accompanied by other restaurant employees.

You will receive 2-3 questions from the judge pertaining to the case situation.



**RESTAURANT AND FOOD SERVICE
MANAGEMENT, 2018**

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Final

I.D. Number: _____

INSTRUCTIONAL AREA
Promotion

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain menu items?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine menu pricing?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe the concept of promotion in the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						