Week 2 Group Assignment

1. Please log in to your group on Piazza.
2. Groups have been assigned as follows:
3. Management team Event 1/Support Event 2
4. Management team event 2/Support Event 1
5. FOH Event 1/BOH Event 2
6. BOH Event 1/FOH Event 2
7. Create a name and theme for your restaurant
8. Design a promo menu & flyer (using the menu for your group) that reflects the theme and name of your restaurant.
9. Read the following guide to Social Media marketing for restaurants.

<http://www.conagrafoodservice.com/pdfs/Social-Media-Guide.pdf>

1. Design a social media marketing plan to promote your restaurant.
2. Each group member must post at least one link to an article or video that talks about restaurant marketing.
3. The group should have an energetic discussion on Piazza that leads to the creation of the name/menu/flyer/social media marketing plan.
4. Submit your final name/menu/flyer and marketing plan through the assignment link on Blackboard.
5. Assignments are due by Friday, May 24th at Midnight. Please be prepared to present your menu and plan in class on Saturday.

Note: Both kitchen managers have completed Requisitions for demo day. Kitchen Managers, please post your reqs and recipes in the public forum on Piazza so all groups can see where we are at.