



Advanced Culinary II Virtual Learning

Implementation of Food Service Management and Leadership Functions

May 22nd, 2020



Advanced Culinary II

Lesson: May 22nd, 2020

Objective/Learning Target:

Students will identify, define, and distinguish roles in Management and Leadership Functions with regards to Marketing.

Standard:

8.6.8



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Bellwork:

MARKETING! It's everywhere, what is your favorite advertisement/slogan and why?

How to do bellwork and assignments

- Create a google doc for Advanced Culinary (if you already have one, use the same one)
- Title it with your full name and the name of the class with a VL in front for Virtual Learning
- Each day, put that day's date and lesson on a new page of the same doc
- Under the date, have two sections:
 - Bellwork
 - Assignment

Assignment

- ★ Open the link below, watch the video
- ★ On your Google Doc assignment sheet, write a short summary on the three steps of hiring better employees.
 - [Restaurant Marketing Ideas: Double Restaurant Profits](#)
 - [Restaurant Advertising Ideas](#)

Practice/Additional Resources

- [Creative and Funny Food Commercials!](#)
- [15 Funny Fast Food Ads](#)
- [Super Bowl Ads - Enjoy 😊](#) (funny how most of them are food related.....)