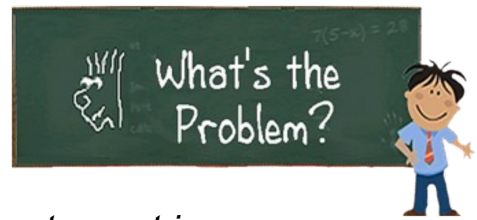


Teacher Instructions:



Problem Scenario: “*Theme-Based Restaurant*”

The Main Problem: *You have decided to open a new restaurant in your hometown (or another location, if you prefer). What will be the theme of this new restaurant, and how will that theme be executed... and how will it attract loyal customers?*

Your students will be viewing this problem from an **integrated** perspective.



What is your plan for a new theme restaurant?

Students will review a video and articles about the restaurant industry and current theme restaurants that exist. They will decide on their own theme restaurant and design a marketing plan for it.

Step ①

**Review
Stimulus
Items**

Stimulus Item #1 — “Weird Theme Restaurants” (infographic)

Stimulus Item #2— “Eye in the Sky Restaurant” (video)

Stimulus Item #3— “Rules for Restaurant Success” (tips)

**BONUS Stimulus Item —
“How to create a 30-second advertising spot”**

***Students should take notes as they review the Stimulus Items*

Step ②

**Classroom
Discussion**

Lead a **class discussion** about issues related to the topic. You are being provided a sheet to help you guide the classroom discussion.

Step ③

**Student
Response**

Extended Responses: Have students answer the following questions. Remind students to use information from the Stimulus Items to support their response.

- 1. What will be the “theme” of your new restaurant, and how will it be portrayed? Why will this result in a successful restaurant?**
- 2. Write a 30-second radio or TV spot to advertise your theme restaurant to potential customers. You must consider who your key customers will be and why they would want to eat at your restaurant.**

****students should have access to their notes as they enter their answers*

****students may also have access to the Stimulus Items as they enter their answers*

EXTENDED PRODUCT (Optional): Divide students into small groups, and have each group **decide on a theme restaurant** to open in the community (or another location of their choosing). The groups must **create a marketing plan** to turn the restaurant into a success. The groups will have to decide on the target customer, how to reach them (*TV commercials, radio spots, social media, flyers, brochures, etc.*), and the message they want to deliver. The groups will then create two or three key items from their marketing plan, such as **creating a flyer, deciding on the menu design, or even writing the script for a commercial** to excite their customers.

Step ④

Analysis

Rubrics to grade student entries have been provided, and all questions have been mapped to the content standards.