

Business Management Rotation - Fall 2020 COVID

Course number: CA8.321

Time: Online, Zoom Meeting Wednesday 2PM

Instructor: Chef Lily Bender

Class Meets: Two Days, Two Weeks

Email: benderl@linnbenton.edu

This rotation is an online only introduction to Business Management, including theory of Marketing. Your two week rotation in Business Management will occur online each week for two days, for a total of four days. You will be scheduled for Monday/Tuesday or Wednesday/Thursday, opposite of your Kitchen Manager days. On the days you are on campus, your rotation will switch to Kitchen Manager.

Example:

	Monday	Tuesday	Wednesday	Thursday
STUDENT 1	Kitchen Manager 7AM-1:30PM	Kitchen Manager 7AM-1:30PM	Business Management	Business Management
STUDENT 2	Business Management	Business Management	Kitchen Manager 7AM-1:30PM	Kitchen Manager 7AM-1:30PM

On the first day of your rotation in Business Management, please login to Moodle and complete any tasks assigned to you. This will likely be a reading, with response questions you are required to prepare before our Zoom Meeting. On the second day of your rotation, both students in the rotation will meet with Chef Lily on Zoom. Each day should take you approximately two hours to complete.

The main objective of this rotation is for you to learn the basics of Business Management and Marketing and be able to apply it in real life to your Kitchen Manger rotation. By learning the theory behind Business & Marketing, you will be able to more effectively recognize and execute skills in real life situations including starting your own business.

Final Project

For your final project, you will create a comprehensive Marketing Plan for your business. Your marketing plan must include the seven essential components of a Marketing Plan, including:

1. Market Research: actual research on the demographics of Albany/Corvallis or another place you hope to start your business, including citations of where you obtained your numerical data.
2. Target Market: again, actual research on numbers of people you are targeting in a real city, including citations of where you obtained your numerical data.
3. Positioning: how will you differentiate your product in Corvallis?
4. Competitive Analysis: an exhaustive list of your competitors, including grocery stores, fast food chains, etc.
5. Market Strategy: how will you reach your target markets?
6. Budget: propose a budget, call the newspaper to figure out their rates, Insta or FB marketing as long as you have real rates, with screenshots to prove it.
7. Metrics: some you might use to gage your success in the future.

Your final Marketing Plan should be more than two pages long, 12pt font, one inch margins, but will most likely be much longer. I expect your report to have citations to actual data, done in a consistent manner (MLA or Chicago are standard styles). Please put an honest effort into this, as it will make up 20% of your final grade. Thank you.

Please utilize these and other articles for background research:

<https://www.inc.com/theupsstore/seven-essential-components-to-a-marketing-plan.html>

<https://restaurantengine.com/restaurant-marketing-plan/>