AOHT Hospitality Marketing

Lesson 10

Print Marketing

Teacher Resources

| Resource | Description |
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| Teacher Resource 10.1 | Sample Menus |
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| Teacher Resource 10.4 | Bibliography: Print Marketing |

Teacher Resource 10.1

Sample Menus

Print several copies of each menu and post them around the classroom. Post a sheet of chart paper next to each one. Divide the class into the same number of groups as there are menus posted. Assign each group to a menu. After discussing its characteristics, have each group write the following on chart paper:

* *What type of restaurant is this menu written for? (Fancy, family friendly, casual, fast food, ethnic, etc.)*
* *What characteristics of this menu guide you to this decision?*
* *What kind of customer would enjoy this restaurant?*

Ask each group to present their findings to the class. As they do so, start a list of identifying characteristics on the board for the restaurant represented by each menu.









Teacher Resource 10.2

Assessment Criteria: Print Marketing Research

Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Using the following criteria, assess whether the student met each one.

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| --- | --- | --- | --- | --- |
|  |  | Met | Partially Met | Didn’t Meet |
| The assignment analyzes one or more examples of print marketing materials that are appropriate for the project attraction. |  | □ | □ | □ |
| The assignment includes a detailed analysis about the words and visuals used in the print marketing materials. |  | □ | □ | □ |
| The assignment includes a logical and well-supported recommendation about print marketing for the project attraction. |  | □ | □ | □ |
| The assignment is neat and uses correct spelling and grammar. |  | □ | □ | □ |

Additional Comments:

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Teacher Resource 10.3

Key Vocabulary: Print Marketing

| Term | Definition |
| --- | --- |
| advertising | Any paid-for promotional material designed to reach a mass audience; billboards, commercials, and so forth. |
| advertising copy | The use of words to promote a person, a business, an opinion, or an idea. |
| direct mail | Advertising that uses person-to-person communication through the mail rather than mass media. |
| marketing channels | Any person or product that a company uses to conduct its marketing efforts, including print material, a sales force, media advertising, sales promotions and point-of-sale materials, public relations, event sponsorship, direct marketing, and Internet marketing. |
| menu insert | Separate element inserted into the menu or provided in addition to the menu, which offers information on limited-time promotions, sales, or specials. A menu insert can also be on a “table tent,” listed on a blackboard, or explained to the customers by waitstaff. |
| newspaper insert | Separate element inserted into the newspaper, frequently printed in color, to advertise a business or a promotion. |
| print materials | Handheld-size promotional materials created on paper; these may include business cards, menus, flyers, table cards, and brochures. |
| promotion | How information about the product is disseminated to the general public; includes advertising and public relations. |
| signature item | A menu item for which a restaurant is recognized. |

Teacher Resource 10.4

Bibliography: Print Marketing

The following sources were used in the preparation of this lesson and may be useful for your reference or as classroom resources.

Print

Bowie, David, and Francis Buttle. *Hospitality Marketing: An Introduction*. Burlington, MA: Butterworth-Heinemann, 2004.

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