



MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY

INSTRUCTIONS

In this activity, students will create a secret menu item for their favorite restaurant. In addition, students will develop a marketing strategy for subtle promotion of the secret menu item.

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1. For which restaurant will you be adding a secret or hidden menu item (or items)? Why did you select this restaurant?

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2. How will the new item help to build brand loyalty for the restaurant?

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3. In the space below, describe the secret or hidden menu item (or items).

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4. Describe your strategy for communicating availability of the item(s) as well as how you will encourage customers to order the item(s). For example, will you share the news on TikTok? Do they order on the app?