

Change the Mix

Duty/Concept Area

Exploring the Core Concepts of Business and Marketing

Scenario

You and your business partner are marketing consultants who have been contacted by a traditionally successful and well-known restaurant. [Students should choose a local restaurant.] They are interested in hiring you at a significant salary, but they want to hear your ideas first. The restaurant is having problems, and the sales have been in rapid decline for the last two years. It is time for a change. The restaurant can no longer afford to keep doing things the same way, because they are losing money. Your task is to shake up their marketing mix in hopes of providing the company with better sales for their product.

Big Question

How do we use market research to make changes in our marketing mix?

Focused Questions

1. How can we identify the marketing mix of an existing business?
2. What methods can we use to collect information about what customers like and don't like?
3. How do we use the data we collect to make decisions?
4. What changes can be made to the marketing mix?

Project-Based Assessment

Part 1. Create a short survey to gather information about what people like and don't like about the local restaurant, as well as what they would like to see changed.

Part 2. Pass out the survey to your classmates. Then collect and analyze the data to make decisions about what changes should be made to the restaurant.

Part 3. Create a slide show presentation that details the current marketing mix and the new and improved marketing mix after your changes.

Resources

- Website, social media, and other promotional materials from a local restaurant
- Google Forms to make the survey