

Module 1. Personal Branding and Marketing



Welcome! Starting this Course:

The course is compulsory for all students attending the CORE- Cooking for the future.

This course will use different "classroom-based activities" and "workshop assessments" to support the learning outcomes. All activities and materials will be found from our web site under the **Module 1. Personal Branding and Marketing** / 360° Thinglink platform. Please contact CORE-team members via closed Facebook group if you have any questions. To make it easier to study, we have also created a closed Facebook group (TASTE OF FUTURE COOKING, EVENT 2021) where you are reminded of different assignments. Via closed Facebook group you will also find the latest instructions for the next online lesson. (See also Popular Topics in Post.)

Please contact CORE-team members via closed Facebook group if you have any questions.

The first step in completing this course is to begin. Here is how to proceed:

Please review all the modules from the Modules starting page drop-down menu (the second module from the Modules menu) including reading through the Parts 1 & 2: Learning outcomes (EQF Level 4) after which continue to the 360° Thinglink platform.

The greater value of the **Personal Branding and Marketing** module is that it works seamlessly with the other Cooking for the future modules. Here are a few words about how the Cooking for the future project's modules 1-5 function in general.

In this module students will attach all the assignments they do to their own professional portfolios (blogs) to the sub-page that is called **Personal Branding and Marketing**.

The purpose of this first lesson is that students will create their own professional portfolio and video CV to make themselves visible to the employers and other participants in the upcoming event. They will also begin writing a future business plan for the upcoming event and develop a poster to advertise the event. At the same time students learn to be professionally active on various social media channels. (PART 1)

During this module, students also learn the basic knowledge of food styling and photography. (PART 2) This knowledge will be of use during the menu planning when students also need to create the receipt layout for the event.

Based on the **Personal Branding and Marketing** module, this activity allows students to create portfolio contributions, with a structure set in this module. This module creates an overall structure for the students' work via a series of chapters and subchapters. The students in the course are then able to add their own assignments based on this structure. From now on, all modules will complement the portfolio that students have just started. (PART 1&2).

Module 2. Local Food, creating menus: The purpose of this second lesson is that the students start planning the menu for the upcoming event. At the same time, they need to know how to tell the story behind the food when planning the menu for the event.

Module 3. Sustainable gastronomy: The purpose of this third lesson is that the students will continue to plan the event by implementing the element of sustainable development to the upcoming event's menu created in the module 1.

Module 4. Plant based diet: The purpose of this fourth lesson is that the students will implement nutritional information to the previously created upcoming event's menu and changing one upcoming event's menu's dish to vegetarian dish or to vegan dish.

Module 5: Traditional and Professional cooking skills with modern technologies: The purpose of this fifth lesson is that the students will plan and create a component or element using various cooking methods for the previously created upcoming event's menu. They also plan their mis-en-place/ workplace for the upcoming event.