

Marketing

The marketing mix as it applies to Colchester Zoo

Years 7-9

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will have some knowledge of how Colchester Zoo uses the marketing mix
- ✓ **Most pupils** will know how Colchester Zoo uses data to complete effective marketing
- ✓ **Some pupils** will understand how methods used at the Zoo could be applied elsewhere

Session Outline:

The session introduces how Colchester Zoo operates through the marketing mix, covering location (Place), customer groups, and key choice factors. It then explores competitiveness through products (Product) and pricing (Price). The session concludes with a detailed explanation of marketing strategies (Promotion), including product life cycle and advertising methods.



Curriculum Links

Importance of marketing

Advertising strategies

Who visits Colchester Zoo

4 P's