education session

Marketing

The marketing mix as it applies to Colchester Zoo

Years 10-11

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will understand how Colchester Zoo uses the marketing mix, SWOT analysis and other strategies to create effective marketing
- ✓ **Most pupils** will know how Colchester Zoo uses data to understand the Zoo's audiences and competition to complete effective marketing
- ✓ **Some pupils** will understand how to apply the methods used at Colchester Zoo elsewhere and how to adapt them accordingly

Session Outline:

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



Curriculum Links

Importance of marketing

Advertising strategies

Who visits
Colchester Zoo

Marketing Mix

