

Marketing

The marketing mix as it applies to Colchester Zoo

Post 16

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 begins with an introduction to how Colchester Zoo operates, including market segments and choice factors. It then explores competitiveness through a SWOT analysis, products, and Ansoff's Matrix. Product changes and life cycles are discussed, leading into how these are advertised. Using the AIDA model, we examine Colchester Zoo's advertising strategies and the rationale behind various methods for different audiences



Curriculum Links

Importance of marketing

Advertising strategies

Who visits Colchester Zoo

Marketing Mix