

Marketing Talk

What is Colchester Zoo's market and how does the Zoo market itself.

Year 7-9

Learning Outcomes:

At the end of the session:

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

Session Outline:

The session starts with an introduction to how Colchester Zoo operates as a business. The session will then focus on how Colchester Zoo uses data to aid in effective marketing, using SWOT analysis, marketing strategies, marketing segmentations and how Colchester Zoo advertises itself. The session will connect these concepts to the marketing mix. Examples of product life cycle, the difficulties faced when advertising to different audiences and the use of primary and secondary research are also examined.



Topics Covered

Importance of marketing

Advertising strategies

Who visits Colchester Zoo