education session

Marketing Talk

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

Post 16

Learning Outcomes:

At the end of the session:

- ✓ **All students** will understand how Colchester Zoo uses the marketing mix, SWOT analysis and other strategies to create effective marketing
- ✓ **Most students** will know how Colchester Zoo uses data to understand the Zoo's audience and competition to complete effective marketing
- ✓ **Some students** will understand how to apply and adapt the marketing methods used by Colchester Zoo to other business

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. Examples of product life cycle, the difficulties faced when advertising to different audiences and the use of primary and secondary research are also looked at.

Topics Covered

Importance of marketing

Advertising strategies

Who visits Colchester Zoo

Marketing Mix

COLCHESTER ZOO

Please note, no live animals are used in this session.