

Marketing & Communications

The marketing mix as it applies to Colchester Zoological Society

Years 10-11

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will understand how CZS uses the marketing mix and other strategies to create effective marketing
- ✓ **Most pupils** will know some methods used by CZS to understand its audience and its competition
- ✓ **Some pupils** will understand how CZS uses customer target audiences and product information to adapt marketing methods accordingly.

Session Outline:

The session introduces how CZS uses the marketing mix. The session covers customers including location (Place), customer groups, and key choice factors such as the customer journey. Promotion methods are then discussed and related back to products and pricing strategies. The session ends by considering how CZS evaluates the success of its marketing activity.



Curriculum Links

Importance of marketing

Advertising strategies

CZS's Customers

Marketing Mix

COLCHESTER
ZOOLOGICAL
SOCIETY