

Marketing & Communications

The marketing mix as it applies to Colchester Zoological Society

Post 16

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 be able to consider how customer decision-making, market research, and promotional methods can influence customer behaviour
- ✓ **Some pupils** will understand the different methods used by CZS for different products, audiences and market conditions

Session Outline:

The session introduces how CZS approaches marketing, including market segments and target audiences. It explores customer decision-making, the customer journey, market research, and strategic tools including SWOT analysis. Promotional methods such as SEO and paid and organic social media are examined, alongside CZS products, the wider marketing mix and pricing strategies. The session concludes with how CZS evaluates the success of its marketing activity and products.



Curriculum Links

Importance of marketing

CZS' customers

Marketing Mix

Strategic tools:
Ansoff's and
BCG Matrix

COLCHESTER
ZOOLOGICAL
SOCIETY