

DMP AS A BUSINESS

Session Brief | KS4

(1 Hour)

Drayton Manor Theme Park is not just one of the UK's leading theme parks, it's also an interesting business case study. Gain an insight into 3 of the major business areas of the park. Human resources, Marketing and Customer service form the backbone of the business and we can give you an inside look at how they work.

Session Content

- Basic background info on the business.
- Mission statement, vision, values & objectives.
- Organizational structure & functional areas.
- Recruitment & selection process incl. interviews & training.
- Marketing department & campaigns.
- Advertising methods.
- Customer types and characteristics.
- Customer satisfaction and expectations.
- Conducting market research and its importance.