

MARKETING

Session Brief | KS4

(1 Hour)

How do you sell what a theme park has to offer? Explore the strategies that we use to bring in over 1 million customers a year. Look into how we ensure brand consistency and how our message is linked into everything we do. See examples of our campaigns and the ways in which we reach out to our global market.

Session Content

- Basic background information on the business.
- Mission statement & objectives.
- Competitors.
- Marketing campaigns & strategies.
- Market research & customer expectations.
- Attracting customers - Promotional and advertising methods.
- Impact of technology and the importance of digital advertising.
- Marketing Mix (4 P's).
- Retaining customers/Customer loyalty.
- Product life cycle.
- SWOT and PEST (additional if requested, other content will be removed).