



Applied Marketing intro to the course

Which units will I study for the Applied Marketing

1. Careers in Marketing
2. Marketing Principles
3. Customer Communications

How many units will I study for Applied Marketing?

Applied Marketing is equivalent to 1 A Level

Let's look at Principles of Marketing

How can you promote and sell a tourism product?

Activity:

- Groups of 4
- Read your scenario
- How would you take this tourism product to market?
- Present to the class
- TAKE A VOTE - which group is best?



Launch the tourism product....

- What is the product? Where are you located? Give as much detail as possible (include pictures)
- Who will buy this product? Who are your main target market?
- How will you promote this product? Where will you advertise?
- Logo for your company?
- Price? What details do the potential customers need to know about your product?
- Will you offer promotions to encourage your customers to buy? If so what will these be?
- Who are your main competitors?
- How will you reach the customer? Where will the customer buy your product?
- Anything else you need to consider?

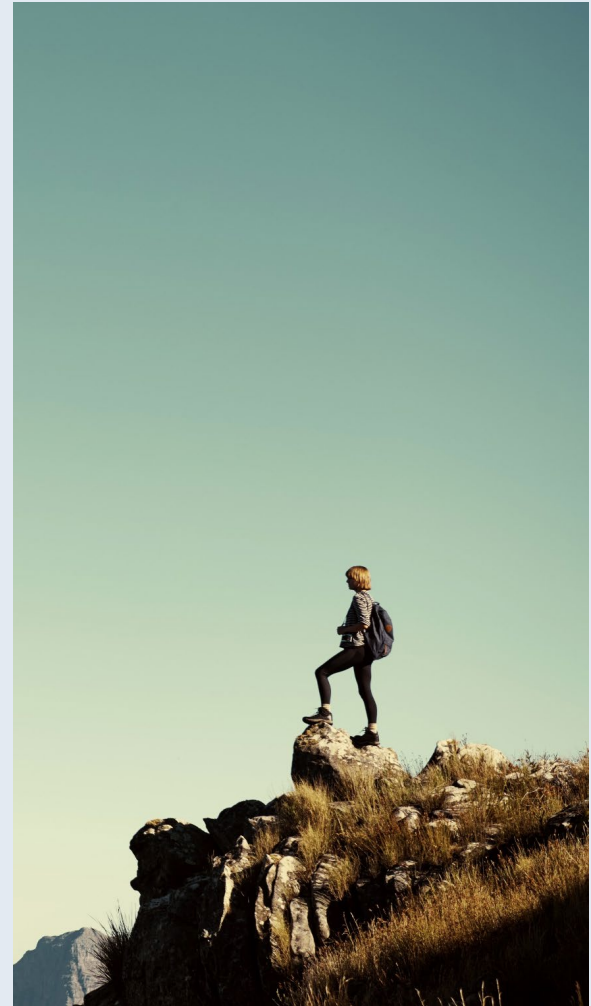
Present to the class:

- Write down all your ideas and decisions on the A3 page or produce a power point presentation
- Present your idea to the class
- Note - use this presentation to promote the product to the class

VOTE – which idea/group is the best – why?

Final Task - Where Am I?

- It is important as a Marketing student to know how to market products and to who
- I will show you a series of key landmarks or destinations.
- Write down the attraction, location & country if possible and how these could be marketed and who the target market might be



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



Answers:

- 1 = Eiffel Tower, Paris, France.
- 2 = Universal Studios, Florida, USA.
- 3 = The Grand Canyon, Arizona, USA.
- 4 = The Pyramids, Al Giza Desert, Egypt.
- 5 = Mount Everest, Himalayas, Nepal.
- 6 = The Colosseum, Rome, Italy.
- 7 = Sydney Opera House, Sydney, Australia.
- 8 = Sagrada Familia, Barcelona, Spain.
- 9 = Christ the Redeemer, Rio de Janeiro, Brazil.
- 10 = Central Tokyo, Japan.

Scenarios - How can you promote and sell a product?

- A **new theme park** in the UK - you decide what this theme park looks like, where you are located, who will be most likely to visit, entry cost, what other services you will offer at the theme park

Scenarios - How can you promote and sell a product?

- **A new hotel/form of accommodation** - think about what will make this unique? Be different! You decide where you are located, what the hotel looks like, who is most likely to use the hotel, how much it costs, any other services that are offered

Scenarios - How can you promote and sell a product?

- New **commercial transport** - this could be an airline, tram, form of taxi service etc? You can come up with a completely new form of transport if you like!!! You decide where will this transport service will run, who is most likely to use it, cost, will there be other services on offer?