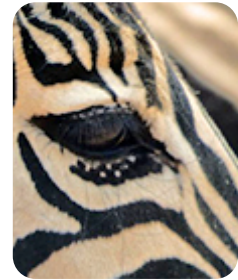


Key Stage 4

MARKETING, BUSINESS STUDIES & TOURISM



General points about this talk:

Talks are taken by the marketing department and take place in a classroom in the Manor House. To this end most groups will be kept below 30 students. Talks generally last 40-60 minutes.

The normal meeting point for this talk will be at the Education Meeting Point outside the manor house.

What we will cover in the talk:

Marketing Talk covers:

- Our marketing mix: product, price, promotion and place
- Our aims and objectives
- How we target customers: geographically, demographically, lifestyle, behaviours, culturally and mass market
- Market research
- The role of the customer and how we communicate with them.

Business Studies Talk covers:

- Our aims and objectives and how they link with our stakeholders
- How PESTLE influences our business (Political, Economic, Social, Technology, Legal and Environmental)
- Organisational structure and how we communicate within the Park
- Market research .

Tourism Talk covers:

- Our marketing mix: product, price, promotion and place
- Our aims and objectives
- How we target tourists coming into the Cotswolds/Oxfordshire.



Areas of GCSE Exam Boards that this talk addresses:

AQA

Business

3.1.1 The purpose and nature of businesses:

- Understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations

3.1.3 Setting business aims and objectives:

- Understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and international), market share, customer satisfaction, social and ethical objectives and shareholder value
- Understand the role of objectives in running a business
- Understand how and why the objectives set will differ between businesses (reasons include the size of the business, level of competition faced and type of business (not-for-profit organisations))
- Understand how and why the objectives set may change as businesses evolve
- Understand the success of a business can be measured in other ways than profit

3.1.4 Stakeholders:

- Understand what is meant by a stakeholder and who the main stakeholders of a business are, including owners, employees, customers, local community and suppliers
- Understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders

3.2.1 Technology:

- Students should understand the impact of the changing use of ICT and how it influences business activity
- Digital communication changing the way businesses communicate with stakeholders

3.2.2 Ethical and environmental considerations:

- Students should be able to identify and analyse where there may be a possible trade-off between ethics and profit



- Ethical behaviour requires businesses to act in ways that stakeholders consider to be both fair and honest
- Students should be able to demonstrate knowledge and understanding of how business and consumers accept greater environmental responsibility in their decision making and the costs and benefits of businesses behaving this way
- Students should be able to identify and analyse where there may be a possible trade-off between sustainability and profit

3.2.3 The economic climate on businesses:

- Students should be able to demonstrate and understand how businesses might be affected by changes in the rate of interest
- Students should be able to identify how and why businesses might be affected by changes in levels of employment
- Students should be able to discuss how demand for products and services may change as incomes fluctuate

3.2.5 Legislation:

- Students should be able to assess the impact of legislation on businesses, for example cost, training needs, recruitment and the consequences of failure to follow legislation for the business
- Students should be aware of the benefits for providing a safe working environment

3.2.6 Competitive environment:

- Understand the meaning of a market and competition
- Analyse potential impacts of competition on businesses and identify situations when businesses face minimal or no competition
- Understand the risks businesses face and the reasons why all businesses face uncertainty

3.3.3 The concept of quality:

- Students should have an understanding of customer expectations of quality in terms of production of goods and the provision of services

3.3.4 Good customer services:

- Students should be able to understand the importance of providing good service to customers and analyse the techniques businesses use to provide good customer service



3.4.1 Organisational structures:

- Internal organisational structures, span of control, chain of command, layering and delegation
- Why businesses have internal organisational structures, including an understanding of different job roles and responsibilities throughout the business
- How organisational structure may affect the different ways of communication

3.5.1 Identifying and understanding customers:

- Students should understand the importance of identifying and satisfying customer needs, in order to:
 - provide a product or service that customers will buy
 - increase sales
 - select the correct marketing mix
 - avoid costly mistakes
 - be competitive

3.5.2 Segmentation:

- Students should understand how and why different businesses use segmentation to target customers, including: gender, age, location and income

3.5.3 The purpose and methods of market research:

- Students should understand why businesses conduct market research, such as to identify market opportunities and to get a better insight into their customers and competitors
- Students should understand the difference between qualitative and quantitative market research
- Students should identify the benefits and drawbacks for various market research techniques and select the best method for a given business

3.5.4 The elements of the marketing mix: price, product, promotion and place:

- Students should have an understanding of the main features of pricing methods and the impact they will have on a business
- Students should be able to recognise the factors, internal and external, which might influence the pricing decision, particularly as businesses grow and expand
- Students should understand the benefits and risks of developing new products
- Students should understand the importance of product design, image and the needs of the target market when designing new products
- Students should appreciate the significance of having a USP in a competitive market and the importance of a good brand image
- Students should have an understanding of the product life cycle and demonstrate how demand for a product or service might change over time



- Students should be familiar with the promotional methods which are likely to be used by a given business
- Students should appreciate the benefits and drawbacks of promotional methods used by businesses
- Students should be familiar with the different channels of distribution used by businesses to gain access to potential customers
- Students should be aware of the importance of the four elements and how they work together



OCR

Business

1.2 Business planning:

- The purpose of planning business activity
- The role, importance and usefulness of a business plan

1.4 Business aims and objectives:

- The aims and objectives of business
- How and why objectives might change as businesses evolve
- Why different businesses may have different objectives

1.5 Stakeholders in business:

- The roles and objectives of internal and external stakeholder groups
- The effect business activity has on stakeholders
- The effect stakeholders have on business

2.1 The role of marketing:

- The purpose of marketing within business

2.2 Market research:

- The purpose of market research
- Primary research methods
- Secondary research sources
- How appropriate different methods and sources of market research are for different business purposes
- The use and interpretation of qualitative and quantitative data in market research

2.3 Market segmentation:

- The use of segmentation to target customers
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2.4 The marketing mix:

- The 'four Ps' of the marketing mix and their importance: product, stages of product life cycle, pricing methods, promotion – point of sale, promotion – advertising, place - distribution of products and services



- How the four P's of the marketing mix work together
- The use of the marketing mix to inform and implement business decisions
- Interpretation of market data

3.2 Organisational structures and different ways of working:

- Different organisational structures

3.3 Communication in business:

- Ways of communicating in a business context
- The importance of business communications
- The influence of digital communication on business activity

6.1 Ethical and environmental considerations:

- Ethical considerations and their impact on businesses
- Environmental considerations and their impact on businesses

6.2 The economic climate:

- The economic climate and its impact on businesses

6.3 Globalisation:

- The concept of globalisation
- The impact of globalisation on businesses



EDEXCEL

Business

1.2.1 Customer needs:

- Identifying and understanding customer needs:
 - what customer needs are: price, quality, choice, convenience
 - the importance of identifying and understanding customers: generating sales, business survival

1.2.2 Market research:

- The purpose of market research:
 - to identify and understand customer needs
 - to identify gaps in the market
 - to reduce risk
 - to inform business decisions
- Methods of market research:
 - primary research: survey, questionnaire, focus group, observation
 - secondary research: internet, market reports, government reports
- The use of data in market research:
 - Qualitative and quantitative data
 - The role of social media in collecting market research data
 - The importance of the reliability of market research data

1.2.3 Market segmentation:

- How businesses use market segmentation to target customers:
- Identifying market segments: location, demographics, lifestyle, income, age
- Market mapping to identify a gap in the market and the competition

1.2.4 The competitive environment:

- Understanding the competitive environment:
- Strengths and weaknesses of competitors based on: prices, quality, location, product range and customer service
- The impact of competition on business decision making

1.3.1 Business aims and objectives:

- What business aims and business objectives are and why they differ between businesses



1.4.3 The marketing mix:

- What the marketing mix is and the importance of each element:
 - Price, product, promotion and place
- How the elements of the marketing mix work together:
 - balancing the marketing mix based on the competitive environment
 - the impact of changing consumer needs on the marketing mix
 - the impact of technology on the marketing mix: e-commerce, digital communication

1.4.4 Business plans:

- The role and importance of a business plan:
 - to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix
- The purpose of planning business activity:
 - The role and importance of a business plan in minimising risk and obtaining finance

1.5.1 Business stakeholders:

- Who business stakeholders are and their different objectives:
 - Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government
- Stakeholders and businesses:
 - How stakeholders are affected by business activity
 - How stakeholders impact business activity
 - Possible conflicts between stakeholder groups

1.5.2 Technology and business:

- Different types of technology used by business:
 - E-commerce
 - Social media
 - Digital communication
 - Payment systems
- How technology influences business activity in terms of:
 - Sales
 - Costs
 - Marketing mix



1.5.3 Legislation and business:

- The purpose of legislation:
 - Principles of consumer law: quality and consumer rights
 - Principles of employment law: recruitment, pay, discrimination and health and safety
- The impact of legislation on businesses:
 - Cost
 - Consequences of meeting and not meeting these obligations

2.1.2 Changes in business aims and objectives:

- Why business aims and objectives change as businesses evolve:
 - in response to: market conditions, technology, performance, legislation, internal reasons
- How business aims and objectives change as businesses evolve:
 - Focus on survival or growth
 - Entering or existing markets
 - Growing or reducing the workforce
 - Increasing or decreasing product range

2.1.4 Ethics, the environment and business:

- The impact of ethical and environmental considerations on businesses:
 - how ethical considerations influence business activity: possible trade-offs between ethics and profit
 - how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit
 - the potential impact of pressure group activity on the marketing mix

2.2.1 Product:

- The design mix:
 - Function, aesthetics, cost
- The product life cycle:
 - The phases of the product life cycle
 - Extension strategies
 - The importance to a business of differentiating a product/service

2.2.2 Price:

- Pricing strategies
- influences on pricing strategies: technology, competition, market segments, product life cycle



2.2.3 Promotion:

- appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding
- the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters

2.2.4 Place:

- methods of distribution: retailers and e-commerce

2.2.5 Using the marketing mix to make business decisions:

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- How each element of the marketing mix can influence other elements
- Using the marketing mix to build competitive advantage
- How an integrated marketing mix can influence competitive advantage

