

# HOME LEARNING

## YEAR 11 – Starting to think about Marketing – Home Learning 9

Last week you were starting to consider which leadership skills you would like to develop as you work through your Silver Arts Award.

As well as developing your leadership skills, the Silver Award also encourages pupils to consider the different roles needed in planning an event. One of these roles is marketing.

### What is marketing?

The skill of promoting, advertising and selling products or activities.

### Examples of marketing

1. Television or radio adverts
2. Billboards at the side of the road
3. Newspaper articles
4. Social media adverts (Facebook, Instagram)
5. Email newsletters



If we were going to put on a concert in the school how would we use marketing to make sure people turned up?

### TASK

In the table below think about all the ways we could share information about a concert with people both in and out of school. *An example has been done for you.*

Think about how information is shared at the moment (e.g. school website, social media, posters etc.)

Marketing Tool	Explanation
<i>School Website</i>	<i>We could put a link on the website which tells people about the concert and we could maybe sell tickets from there as well.</i>
Bower Grove Facebook Page	

School Emails	
School Newsletter	
Assemblies	
Posters	