



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Marketing mix – National Trust

Where does the lesson fit?

This session would fit in a Marketing module or Introduction to Business module as an introduction to the marketing mix, before exploring the four Ps in greater detail.

Suggested resources & activities related to the marketing mix and the National Trust:

- Full National Trust case study
- Marketing mix PowerPoint
- Promotion lesson resources
- National Trust crossword
- National Trust word search

Suggested timings for the session

10 mins	Starter e.g. National Trust word search
5 mins	Use the Marketing mix PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – comparison of marketing mixes
10 mins	What have you learned?

Answers to questions

1. What are the four Ps?
 - Product
 - Price
 - Place
 - Promotion



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2. Describe the product that National Trust offers.
The National Trust offers tangible products like gifts and food, as well as intangible experiences such as a visit to a stately home or an archaeological dig.
3. Explain why the National Trust only needs to cover costs rather than make a profit.
The National Trust is a charity and is therefore a non-profit making organisation. It needs to ensure that it covers the costs of renovation and upkeep of its different properties, as well as the running costs, but does not have to factor in any profit when setting prices.
4. Evaluate whether Product is the most important element of the marketing mix for the National Trust.
On one hand...
Product is important because a business will not survive if it does not provide a product or service that customers either need or want. Hence, market research is important to ensure that the product mix offered by organisations is designed to meet the needs of customers and potential customers.
However...
If the remaining elements of the marketing mix are not correct, then a business is unlikely to perform well either. For example, if no-one is aware of the business because promotion is ineffective, then the product will not sell.

What have you learned?

Expected learning is likely to include:

- Definition of marketing mix
- What kinds of tangible and intangible products organisations offer
- Pricing considerations
- Purpose and forms of promotion, including social media
- Importance of 'place' in the marketing mix