



STAGE 3 PROJECT

AUGUST 2003

“Zoo Marketing”

Introduction

Most zoos worldwide are non-profit organisations which rely heavily on funding to survive. These non-profits have had to embrace many of the marketing principles normally associated with consumer markets. For many zoos, fundraising is a feature of day-to-day running. Animal adoption, membership schemes and sponsorship programmes enjoy widespread use in zoos and represent an innovative way of raising funds, while generating extra interest in the zoo's animals. For example, Dublin Zoo offers an annual adoption programme, costing from €40 - €130 with the money going towards the animal's food, health care and enclosures. Meanwhile, London Zoo has used celebrities to promote its annual adoption programme. More traditional promotional tools are also regularly used, such as TV, radio and press advertising, brochures, sales promotion and publicity. Considerable attention is also now being paid to the physical environment of the zoo and the people involved, to develop and maintain an interesting and pleasant environment which is user-friendly for visitors. Many zoos have introduced high-tech, interactive and entertaining exhibits and activities in an attempt to make a zoo visit more entertaining and fun. Some zoos have also promoted baby animals born at the zoo that year to boost attendance. In addition, many have promoted endangered species, unusual animals and naturalistic exhibits which can be seen at the zoo. However, the future of many zoos seems uncertain as attendance figures fall and as competition from other leisure attractions increases.

The Project

You are required to prepare a report as follows:

- A zoo is a typical example of a non-profit service organisation. Using a zoo as an example, briefly outline the unique considerations when marketing a non-profit organisation. **15%**
- A zoo has many different types of customers. Discuss the importance of customer identification, care and service when marketing a zoo. **20%**

P.T.O.

- Outline the buyer behavioural factors that need to be considered when marketing zoos to the general public. (Make sure to address the relevance of cultural, social, personal and psychological buyer behaviour factors). **25%**
- Advise on a promotional strategy that can be used by any zoo of your choice to:
(a) promote their attraction to the general public to increase visitor numbers and
(b) promote their attraction to investors to attract additional funds. (Make sure to consider the many promotional options available, not just advertising). **25%**
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. **15%**

Additional Briefing Notes

- A word count **MUST** be included as part of your 'Contents Page'.
- Candidates should **NOT** submit their projects in individual page plastic covers.

JUNE 2003

STATEMENT
STAGE 3 PROJECT
AUGUST 2003

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature _____ **Date** _____

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
7. The project is due by **SEPTEMBER 1, 2003**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**