



Gallery investigation

Day: Monday and Friday

Session length: 60–90 minutes including Gallery visit

Party size: 30

This popular gallery investigation is tailored to the needs of either BTEC First or GCSE students. It is also offered to BTEC National and A-Level students. (A version of this session can be delivered at our Museum Depot in Acton Town. Please email secondary@ltmuseum.co.uk for further details.)

1. What will the students do?

Step 1

Introduction to the Museum: How does the Museum segment its market? What products and services does the Museum offer to different segments of its market?

Step 2

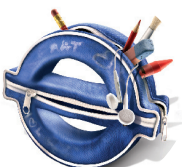
In groups, students use digital cameras to investigate the galleries and photograph examples of products and services which can be targeted at specific groups of customers. These pictures can be emailed to the school for follow-up work.

Step 3

In groups, students use the marketing mix framework to suggest promotional strategies appropriate to specific market segments. They examine examples of promotional techniques and materials used by the Museum. This section can also include examples of market research methods used by the Museum, if required.

2. What are the two main learning outcomes?

- ◆ Students identify examples of the products and services London Transport Museum promotes to the different segments of its market.
- ◆ Students examine examples of promotional materials and techniques used by London Transport Museum.



3. How can this activity support exam specifications?

Example 1: BTEC First Certificate and Diploma in Travel and Tourism (2006)

PP2 describe how the products and services of one travel or tourism organization are provided to meet the needs of different types of customers.

P4 describe promotional techniques used by travel and tourism organizations to promote their products and services.

M3 analyze the effectiveness of a piece of promotional material appropriate to the needs of the target market.

D2 evaluate the effectiveness of promotional material in meeting the needs of the target market and suggest improvements.

P5 produce a piece of promotional material suitable for use in a travel and tourism context.

Example 2: Edexcel GCSE in Leisure and Tourism (2002)

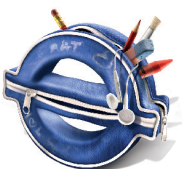
- (a) describe the 4Ps in relation to the selected organization and show how they work together to meet the organization's objectives.
- (b) assess the range of promotional techniques and materials the organization uses, (including research methods used to identify target markets).
- (c) compare one of the organization's promotional campaigns with the promotional campaign of one other leisure or tourism organization.
- (d) include an item of promotional material you have produced for the organization, designed to attract a particular target market.

4. Why use London Transport Museum to achieve this?

London Transport Museum is a multi-dimensional organization: it is a leisure and tourism destination; it is a Museum with important cultural and educational functions; and its collections have a strong relationship to the theme of Travel. Most importantly, it has a very broad range of customers with diverse needs and interests. Investigating how the Museum markets products and services to its customers is therefore a fascinating activity for students. It also provides scope for detailed analysis and comparison with other organizations.

Pre-visit and follow up suggestions:

- ◆ To prepare for their visit, students can identify a range of Museum products, services and promotional techniques and materials by exploring the website www.ltmuseum.co.uk.
- ◆ After their visit, they can use their pictures to illustrate a report on London Transport Museum's products and services.
- ◆ They can evaluate examples of promotional materials collected on their visit or from the Museum website and from other media.



- ♦ They can design a piece of market research which would help the Museum learn more about the needs and interests of one of its target market segments (for example young people) and which would help them plan a promotional campaign for a product aimed at this group.
- ♦ They can design a piece of promotional material based on the outcomes from their visit or their own market research. These can be emailed to the Museum for feedback (secondary@ltmuseum.co.uk).

London Transport Museum Learning team thanks the following schools for their help and advice in the development of this session:

Acton High School, Ealing

Fulham Cross School, Hammersmith and Fulham

Westminster Academy, Westminster

