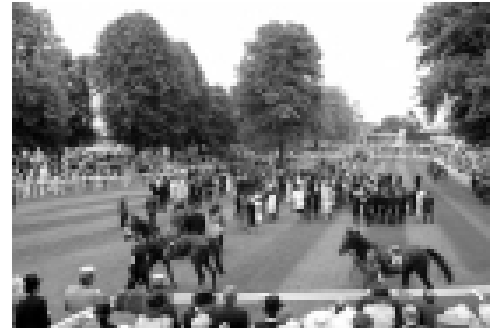


Marketing a Racecourse



A Business Studies Project Group

Introduction

A racecourse is run as a **BUSINESS**. It needs to make a **PROFIT** to survive.

Racing is a very important part of that business but racing only takes place on a small number of days throughout the year.

It is therefore vital that money comes in from other areas on all those non race days in the year.

Do you know how many days racing there are at this course each year?

What percentage of the racecourse's income comes from race days?



Your Tasks

You have listened to a description of the role of the Manager at the racecourse, an explanation of the job and a description of some of the ways the racecourse is using marketing and advertising at the moment to try and make as much money as possible.

While you are on your tour of the racecourse and its facilities, have a look around you and note down all the forms of advertising, promotion and sponsorship taking place both for the racecourse and other companies using the racecourse to market their products.

How is the racecourse used?

How do you think it could be made even more use of?

Marketing is all about getting customers to buy your product and making a profit at the same time.

Advertising is all about getting that message about your products to the customer.

1. You are now going to take the role of Sales and Marketing Executive and come up with some ideas of your own about how the racecourse could market and advertise itself especially to young people like yourself.
 - a) How does the racecourse advertise itself and its products in different ways? *Note down any ways you know of that the racecourse advertised away from the course itself. Try to note down as many different advertising media as you can.*

b) Other organisations use the racecourse to advertise their products. *Note down any examples of this that you can find or remember (sponsorship of races is a good example). How does this bring money into the racecourse?*

2. You are now going to take on the role of Marketing Executive for a company which has been hired by the racecourse to look at ways of attracting more people to the course. This is not just about racing it is also about using the facilities on other days to bring money in.

There are TWO particular areas you have been asked to investigate as follows:-

➤ **How can we attract more young people to the race meetings?**

You may like to put together a questionnaire which you can try out back at school to find out what could work in a specific area. You may put suggestions in your questionnaire to see what other young people think.

➤ **How can we attract more people/businesses to the course to use the facilities on non race days?**

Note down all the current methods used from your own knowledge. Start to think about other plans, ideas and schemes that you think would work to attract all year round usage of the huge area and facilities that are all around you.

3. You now need to sit down in your groups and come up with a presentation of your findings and ideas.

This will cover your ideas for encouraging more young people to race meetings and your plans for getting more use of the facilities on non race days. Both of these areas need to help bring more income to the racecourse.

