



## Longfield Learning Journey



<b>Year Group: 10</b>	<b>Unit of work: Marketing and Public Relations</b>	<b>Term: 1.2</b>
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**In this topic** you will develop knowledge about how to market and advertise a production in order to make maximum profit from a performance

<b>Content:</b>	<b>R</b>	<b>A</b>	<b>G</b>
Do you know how productions are marketed and advertised? <i>TV, trailers, billboards, posters, social media, teaser campaigns, radio interviews/advertisements, Promo events, TV interviews, arts festivals, Flash mob events, photoshoots</i>			
Do you know how to create an effective logo to advertise and promote your performance?			
Do you know the purpose of market research and how to carry out market research?			
Do you know what different audience demographics are?			
Do you know what front of house staff do to provide the best possible experience for customers?			
Do you know what the box office is responsible for?			
Do you know what the following terms mean? <i>Merchandising, programming, sales, budget, pricing policy</i>			

<b>What you know</b>	<b>What you need to know</b>	<b>How are you going to get there?</b>