

1 HOUR CURRICULUM ENRICHMENT SESSIONS (SECONDARY and COLLEGE)

Sessions times Mon – Fri during term time: 9:30, 10:30, 11:30, 13:00 and 14:00.

SESSION NAME	SESSION OUTLINE	CURRICULUM LINK	AGE RANGE
WHO MERLIN ENTERTAINMENTS ARE AND HOW WE MARKET THE MAGIC	Students will get an insight into how Merlin's core values marries into the needs of an entertainment based business, with insight to general marketing techniques.	TRAVEL AND TOURISM / LEISURE	Y11+
MEETING/ EXCEEDING CUSTOMER NEEDS AND THE IMPORTANCE OF CUSTOMER SERVICE	Students will explore all aspects of customer service and customer needs and how it impacts on a business	TRAVEL AND TOURISM / LEISURE	Y11+
MARKETING FOCUS ON MERLIN'S BLACKPOOL ATTRACTIONS	Students will gain an insight into Merlin's Blackpool attraction portfolio and learn how marketing techniques impact positively on them.	TRAVEL AND TOURISM / LEISURE/ BUSINESS	Y11+



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