

Marketing Vocabulary And Facts Colouring Page

KS4 / GCSE / Year 10 - Business

Colour-code primary and secondary research, market segments and the 4 Ps, then annotate how decisions fit a target market.

MARKETING DECISIONS			
Annotate research, segmentation, objectives and the marketing mix			
MARKET RESEARCH			
PRIMARY survey - interview - observation	SECONDARY reports - databases - competitors		
SEGMENTATION AND TARGET MARKET			
AGE	INCOME	LOCATION	LIFESTYLE
MARKETING MIX: 4 Ps			
PRODUCT features - quality - branding		PRICE cost - competition - value	
PLACE channels - location - delivery		PROMOTION advertising - sales promotion - PR	
Decisions should fit the target market and business objective			

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Parent & Teacher Guidance

Curriculum focus

Topic: Marketing. Develop accurate observation, subject vocabulary and evidence-based explanation. Mapped scope: DfE GCSE subject content and key stage 4 curriculum entitlement.

Before you begin

Review the picture together and ask the learner what they already notice about Marketing. Read the activity aloud, explain unfamiliar vocabulary, and agree which details need special attention.

Solo activity

The learner can complete the colouring independently, then use the finished page to explain three details linked to Marketing. Encourage accurate colour choices where they carry meaning, but allow creative choices elsewhere.

Group activity

Give pairs or small groups different areas to inspect. Ask them to agree on evidence before colouring, compare their findings, and present one curriculum fact to the class. Finish with a whole-group check against the guidance below.

Questions to guide discussion

What evidence can you see? Which feature is most important and why? How does one part connect to another? What new fact about Marketing can you explain using the picture?

Answers and checking

Primary research is collected first-hand; secondary research already exists. Markets can be segmented by age, income, location and lifestyle. The marketing mix is product, price, place and promotion; the elements should support the target market and objective.

Learning record and next steps

☐ Completed the colouring

☐ Explained key vocabulary

☐ Completed the activity

☐ Used visible evidence

Evidence noticed / vocabulary used

Next step:
