

IB Business Management – Marketing

4.4e The 7 Ps of the services marketing mix: Activity Q



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4.4 THE 7 PS OF THE SERVICES MARKETING MIX: ACTIVITY Q

Read the case study information below and answer the questions that follow.

IT'S £92,000 FOR SCHOOL FEES



St. Levingston's Collegiate in Middlesex is the UK's most prestigious girls' college and boasts the highest school fees anywhere in Europe. It has a long tradition as a private day and boarding school being founded in the early 1600s at around the same time the English first sighted Australia.

The school has an illustrious history and is often the first choice for the British Royal Family, the wealthiest British families, children of celebrities and many international students from the Middle East and Asia. Ten per cent of students are on full academic scholarships. Highly coveted and highly competitive the best and the brightest students in the UK, combined with highly selective teaching staff paid well above industry norms ensure that St Levingston's consistently ranks at the top of British examination league tables.

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There are numerous private schools in the UK which target wealthy families. St. Levingston's feels no pressure to compete on price. School fees start at around £54,000 for day school students and the boarding school fees will set parents back an eye-watering £92,000 per annum. The school has incredible facilities. Its oldest school buildings are now over 400 years old and no expense is spared in maintaining and restoring these historic halls. There is an Olympic-sized swimming pool, heated and indoors, of course. Rowing, equestrian and polo facilities complement tennis and squash courts and two 18-hole golf courses. Students are catered for with personal trainers to complement physical education classes. A small army of academic tutors are employed to bolster academic achievement and learning. Professional chefs prepare fine dining which is served in a historic hall featured in the Harry Potter movies. No personal courier owls are allowed.

QUESTIONS: 25 MARKS, 40 MINUTES

1. Identify the seven Ps in the extended marketing mix for services. **[4 marks]**
2. Explain how St Levingston's meets the criteria for providing a service-related product. **[5 marks]**
3. Discuss the importance of the employee-customer relationships in marketing at St Levingston's. **[8 marks]**
4. Evaluate the importance of physical evidence in St Levingston's extended marketing mix. **[8 marks]**