

10 July 2022

Dear Parents & Parent Liaisons,

**RE: Business Management Excursion to Melbourne Skydeck
Thursday 11 August 2022**

On Thursday 11 August, the Year 11 Business Management class will travel to **Melbourne Skydeck** (7 Riverside Quay, Southbank, VIC 3006) to consolidate their learning on Marketing a successful business.

Melbourne Skydeck is part of the Hospitality and Tourism sector and operates out of Melbourne's Eureka Tower, providing a unique experience to its visitors. Students will take part in a guided tour and marketing presentation which covers the 7 Ps model of marketing (including people, product, price and promotion), market research practices and target market attributes. This will also be discussed in the context of challenging times, with the tourism sector being hit hard by the pandemic and the need to change focus from international to domestic tourism.

Details:

Date: Thursday 11 August 2022

Time: Meeting at **Flinders St Station 9:00am**. Dismissed from venue.

Travel: Students make their own way to and from venue.

Dress: Students will need to wear correct **Winter Uniform** including **blazer** on this day.

What to bring: A pen and workbook to take notes.

Students will be expected to catch up on any work that they miss while attending this excursion and should liaise with their subject teachers.

If you have any queries, please do not hesitate to contact Ms Kontosis via email mk@ags.vic.edu.au

Yours Sincerely,



Ms Mary Kontosis
Business Management Teacher