



# **Business Studies in action at Disneyland Paris**

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## Disney: Behind the Magic

**This isn't just a trip to Disneyland Paris—it's a journey inside one of the world's most powerful businesses. The experience combines unforgettable memories with meaningful Business learning.**





## **Business Field Study**

The Disneyland Paris Business Field Study transforms the Disneyland Paris trip from a theme park visit into an immersive business experience.

Students progress from understanding Disney's story, to analysing how it sells the magic, to evaluating the strategies that drive one of the world's most successful brands.

The result is a memorable, engaging and academically rigorous Business journey.

# Disney: Behind the Magic

## Disneyland Paris Business Field Study



### Understand the Story

Before arriving at Disneyland Paris, students explore the history, growth and evolution of Disney as a global business.

### Sell the Magic

Students step into the role of marketers, analysing how Disney attracts, engages and influences its customers.

### Improve the Business

Students become business consultants, looking beyond the attractions to understand the strategies driving Disney's success.

# Key learnings and opportunities

## Key Learnings

- Branding and brand identity
- Marketing and target audiences
- Customer experience and loyalty
- Revenue streams and profitability
- Business growth and expansion
- Competitive advantage and differentiation
- Business decision-making and strategy
- Analysis, evaluation and recommendation skills

## Key Opportunities

- Apply Business theory in a real-world setting
- Investigate one of the world's most recognisable brands
- Develop independent research and observation skills
- Create authentic marketing content
- Think and act like business consultants
- Connect classroom learning to a global business
- Build confidence in analytical and evaluative thinking
- Generate evidence and examples for examinations



# Disney Experience timeline



December

January

February

## Pre-Trip

### DISNEY DOSSIER

The Disney Dossier provides students with the knowledge, context and investigative skills needed to understand Disneyland Paris as a business before they arrive in the park.

## Day 1 - Park Experience

### DISNEY CREATIVE AGENCY CAMPAIGN

The Disney Creative Agency Challenge provides students with the opportunity to apply marketing theory by investigating how Disneyland Paris attracts, engages and persuades different target audiences.

## Day 2 - Park Experience

### DISNEY BUSINESS CONSULTANT INITIATIVE

The Disney Business Consultant Initiative provides students with the opportunity to analyse how Disneyland Paris operates as a successful global business and evaluate the strategies behind its success.

## Post-Trip

### AGENCY SUBMISSIONS AND CONSULTANT PRESENTATIONS

For schools wishing to extend the learning beyond the visit, optional post-trip tasks are available. These include Creative Agency Submissions and Business Consultant Presentations, allowing students to consolidate their learning, apply their fieldwork findings and further develop the analytical, evaluative and communication skills required for Business success.

# Pre trip: Planning and preparation

Rather than arriving as visitors, students begin the trip with an understanding of Disneyland Paris as a major international business. Through a series of engaging missions and activities, students explore the history of Euro Disney, the rebranding to Disneyland Paris, Disney's acquisition of Marvel and Star Wars, social media marketing strategies, future developments such as World of Frozen, and the ways Disney generates revenue and maintains a competitive advantage.

Students are encouraged to research, analyse, predict and evaluate business decisions before the visit, providing them with the background knowledge needed to make meaningful observations during their field study.





# The Disney Dossier: Execution and **launch**

The Disney Dossier is a structured pre-trip workbook designed to prepare students for their visit to Disneyland Paris before they arrive in the park.

Students are encouraged to research, analyse, predict and evaluate business decisions before the visit, providing them with the background knowledge needed to make meaningful observations during their field study.

Digital Booklet shared by teachers

- **Predict** - How do you think Disney encourages guests to spend more money once inside the park?
- **Analyse** - A Disney social media post and consider target audience and effectiveness.
- **Explore** - Why theme parks must constantly evolve?

# Student Journey



Pre-trip Video →

Disney Dossier →

Day 1 →

Day 2 →

Following the trip

The pre-trip video outlines the key business concepts and the objectives of the trip. It provides students with the knowledge needed to complete the Disney Dossier, understand the purpose of the in-park challenges and arrive prepared to engage with the business behind the magic.

The Disney Dossier gives students the knowledge, context and investigative framework needed to approach Disneyland Paris as a business rather than simply a visitor attraction

The Disneyland Paris Business Field Study gives students the opportunity to apply their Business knowledge in a real-world setting. Through the Creative Agency Challenge and Business Consultant Initiative, students investigate Disney's marketing, customer experience, business strategy and competitive advantage while developing their analysis, evaluation and decision-making skills.

For groups visiting at the relevant time of year, the Disney Business Convention provides an additional learning opportunity. Featuring insights from Disney professionals and industry experts, the convention reinforces key business concepts, provides valuable real-world context and enhances students' understanding of how a global brand operates and evolves.

Outline the customer journey, one step at a time. Mention touchpoints, user actions, or any other relevant moments.

# In-Trip Challenges



## Disney Creative Agency Challenge

Students take on the role of a creative media marketing agency hired by Disney to promote Disneyland Paris to a specific target audience. Using observations, photos and short-form content captured throughout the day, they analyse how Disney creates memorable experiences, builds emotional connections and markets its brand. The challenge develops students' understanding of target markets, branding, promotion and customer engagement through a real-world business context.

Students think like marketers.

- Who are we targeting?
- What content will persuade them?
- What emotions are we creating?



## Disney Business Consultant Initiative

Students take on the role of business consultants tasked with evaluating how Disneyland Paris operates as a successful global business. Through structured observations and investigation, they analyse Disney's revenue streams, customer experience, operational strategies and competitive advantages before making recommendations for future improvement. The initiative develops students' ability to analyse, evaluate and justify business decisions using real-world evidence.

Students think like consultants.

- Why has Disney designed it this way?
- How does this make money?
- What strategy is being used?



# Business Field Study

The resources have been designed to provide flexibility for teachers, allowing schools to tailor the experience to their own timetable, curriculum and learning objectives. Teachers can choose to use the full programme, including the pre-trip dossier, in-park field study and post-trip activities, or select individual elements that best suit their students.

This flexible structure allows the trip to function as anything from a standalone educational visit to a fully integrated Business learning journey. Whether schools are looking to enhance engagement, support a specific topic area or provide extended project work, the resources can be adapted to meet their needs.

