

**LIVERPOOL
BEATLES
MUSEUM**



Marketing The Beatles

Working with your group make your way through the first, second and third floors of the museum. Make notes on the ways in which the Beatles were marketed (sold to the public) and in particular how this marketing changed from 1959 - 1970. If you can, take some pictures to illustrate your findings.

The Beatles "brand" is still alive and kicking today. How is it marketed at the present time?

