BUSINESS WORLD · GRADE 8

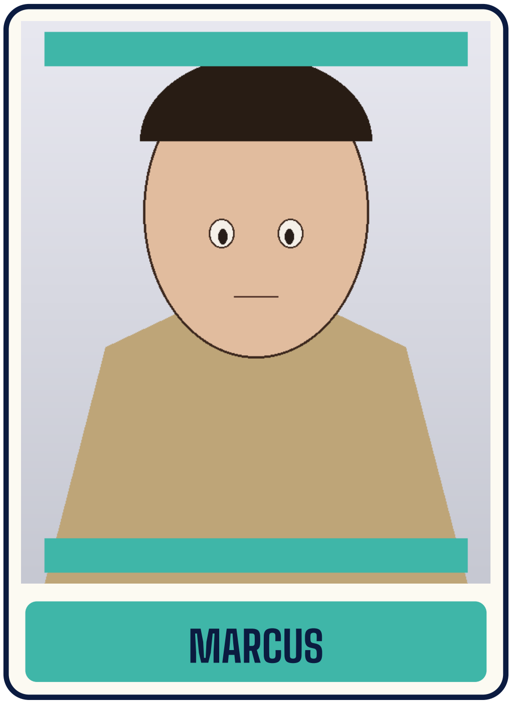
THE 4 P's.

PRODUCT · PRICE · PLACE · PROMOTION

How marketing actually works - the 60-year framework every grown-up uses

Student Activity Pack · 24 pages · Marcus turns a break-even hustle into a real brand

ARCUS NEEDS DOG 20, 21, AND 22 EVERY MONTH. WHERE DO THEY COME FRO



I'M MARCUS. I'M FOURTEEN.

Break-even is 19 dogs a month at Mr. Kim's back room. Some months I crush it (26+). Some months I scrape (14). I want to STOP scraping. I want to OWN 25+ every month, no matter the weather.

Mom said: 'You need marketing.' I said: 'I have a sign on the corner.' She said: 'That's not marketing. That's a sign.'

Mr. Kim agreed. 'Four P's. The framework every owner I know runs in their head. Product, Price, Place, Promotion. Today we do all four.'

8

badge #8

THE FOUR P's.

Borden 1953 / McCarthy 1960. The framework every modern business still uses. Each P is a lever you control.

1. PRODUCT

WHAT you sell. The thing itself, plus everything around it.

For Marcus: the wash itself. Length of session. What's included (nail clip, ear clean, treat). Quality (gentle handling, no nicks).

LEVER: Lever: improve the wash, add a feature, offer a 'spa' tier with deshedding.

2. PRICE

What you CHARGE. How much, how you frame it, what tier each customer picks.

For Marcus: $25 standard. Maybe $35 'spa' tier with deshedding + cologne. Maybe $20 'quick wash' for short-haired dogs.

LEVER: Lever: price ladder (3 tiers - good / better / best). Willingness-to-pay differs per customer.

3. PLACE

WHERE customers find you and complete the buy.

For Marcus: Mr. Kim's back room. The corner sign. Word-of-mouth from neighbors. Maybe a community-bulletin posting at the library.

LEVER: Lever: pick the spots where YOUR customers actually look. Library bulletin > random Instagram post.

4. PROMOTION

How you get the WORD OUT. Sign, flyer, referral, sample, story.

For Marcus: yard sign on Saturdays. 'Refer-a-neighbor get $5 off' card. A friendly chat with every drop-off.

LEVER: Lever: which message + which channel = the cheapest dog 20, 21, 22 every month?

THE 4 P's ARE A SYSTEM.

Pull one lever - the others have to move with it. Mr. Kim's example.

CHANGE PRODUCT -> CHANGES PRICE

If Marcus adds a $10-of-supplies 'spa' wash to his line, the spa tier price has to be ABOVE $35 to keep the margin.

CHANGE PRICE -> CHANGES PROMOTION

If Marcus raises standard price to $30, promotion has to LEAD with value (longer session, gentler handling), not just price.

CHANGE PLACE -> CHANGES PRODUCT

If Marcus adds a mobile (drive-to-customer) option, product changes - portable equipment, mileage charge, in-driveway setup.

CHANGE PROMOTION -> CHANGES PLACE

If Marcus runs a 'first-wash 20% off' flyer at the dog park, suddenly the dog park becomes part of his PLACE.

Mr. Kim: 'There's no 'just change the price.' Every move ripples. That's why you write all four BEFORE you change one.'

MARCUS BUILDS HIS PLAN.

Mr. Kim asked four questions. Marcus answered one P at a time.

PRODUCT

Mr. Kim: 'What ARE you selling?' Marcus: 'Dog washes.' Mr. Kim: 'No - sell experiences. People don't pay for shampoo. They pay for a CLEAN, HAPPY dog and a relaxing 45 minutes for themselves.'

Marcus's answer: 45-min full wash + nail clip + ear clean + treat + smell-good finish. NOT just 'a wash.'

PRICE

Mr. Kim: 'One price or three?' Marcus: 'One.' Mr. Kim: 'Test three. Some customers pay $20 quick. Most pay $25 standard. Some pay $40 spa.'

Marcus's answer: QUICK $20 (20 min, short-hair only) / STANDARD $25 (45 min, the default) / SPA $40 (75 min, includes deshedding + cologne).

PLACE

Mr. Kim: 'Where do customers find you?' Marcus: 'Corner sign + neighbors.' Mr. Kim: 'Add the dog park bulletin board. Library community-board. Vet office tear-off cards.'

Marcus's answer: corner sign + dog park bulletin + library board + a small stack of tear-off cards at the vet. Four PLACES.

PROMOTION

Mr. Kim: 'Which gets you the cheapest new customer?' Marcus didn't know. Mr. Kim said test: 'Refer-a-neighbor get $5 off' for one month. Track which P brings the most new dogs.

Marcus's answer: try referral cards for 30 days. Measure the number of new dogs from each PLACE. Double down on the winner.

PRICE LADDER + WILLINGNESS-TO-PAY.

G2-G4 taught: 'price = what people will pay.' Now we layer in the ladder.

WILLINGNESS-TO-PAY (WTP)

Different customers will pay different amounts for the SAME service. Some neighbors are tight on cash - they'll pay $20 for a quick wash. Some neighbors love their dog like family - they'll happily pay $40 for spa-level care. ONE price misses both ends.

MARCUS'S THREE-TIER LADDER

QUICK · $20

20 min. Short-hair dogs only. Shampoo + rinse + towel-dry. No nail clip.

WTP segment: budget customer.

STANDARD · $25

45 min. All breeds. Full wash + nail clip + ear clean + treat + light cologne.

WTP segment: typical customer.

SPA · $40

75 min. Full wash + deshedding + paw conditioning + premium cologne + photo for social.

WTP segment: 'my dog is family' customer.

DOES THE LADDER ACTUALLY WORK?

Run the math. Compare ONE-price month to LADDER month.

SCENARIO A · ONE PRICE – $25 standard

* 22 standard washes × $25 = $550 revenue.
* Variable cost: 22 × $5 = $110.
* Contribution margin: $550 – $110 = $440.
* Fixed cost: $365.
* PROFIT: $440 – $365 = $75.

SCENARIO B · THREE-TIER LADDER

* 5 quick × $20 = $100 revenue. Variable: 5 × $3 = $15. Margin: $85.
* 16 standard × $25 = $400 revenue. Variable: 16 × $5 = $80. Margin: $320.
* 3 spa × $40 = $120 revenue. Variable: 3 × $9 = $27. Margin: $93.
* Total customers: 24 (up from 22).
* Total revenue: $620. Total variable: $122.
* Total contribution margin: $85 + $320 + $93 = $498.
* Fixed cost: $365.
* PROFIT: $498 – $365 = $133. ($58 MORE than one-price).

Why it works: the quick tier grabs the budget customers; the spa tier captures the 'my-dog-is-family' WTP that one

MARCUS'S FOUR PLACES.

Where do customers actually look for a dog groomer? Mr. Kim's list.

1. CORNER YARD SIGN

On Saturdays only. Free. Most reliable - neighbors who walk by every weekend.

Cost: $0. Already owned.

2. DOG PARK BULLETIN BOARD

Posts allowed Tue + Fri. Tear-off-tab style with phone number.

Cost: $0.50 per posting (paper + ink). Replaced weekly = $2/mo.

3. LIBRARY COMMUNITY BOARD

Local-services section. Posts last 30 days.

Cost: $0.50 / mo (one printed flier).

4. VET OFFICE TEAR-OFF CARDS

Front-desk shelf. Vet picks up partner business cards as a courtesy.

Cost: ~$8 for 100 cards (a one-time print). Lasts 6+ months.

Total PLACE budget: about $11 for the first month. Marcus's break-even on that spend is less than one extra dog wash.

PROMOTION · MESSAGE + CHANNEL.

Promotion = WHAT you say (message) + WHERE you say it (channel). Both have to match.

REFERRAL CARD

Message: 'Refer a neighbor - both of you get $5 off the next wash.'

Channel: hand to every customer at drop-off.

Why it works: Marcus's best customers already know his best future customers.

FIRST-WASH 20% OFF

Message: 'New to Marcus's Wash? Mention this flyer - 20% off your first wash.'

Channel: dog park bulletin + library board.

Why it works: lowers the risk of trying him for the first time.

DEMO AT DOG PARK

Message: brush a friend's dog for free while parents watch.

Channel: live, Saturday mornings at the dog park.

Why it works: people see the careful handling. Way more convincing than a sign.

BUNDLED MONTHLY PLAN

Message: 'Two standards a month - $45 instead of $50. Reserve your slot.'

Channel: offered only to current customers.

Why it works: locks in revenue + reduces 'do I book?' friction every week.

ACTIVITY 1 · YOUR 4 P's

Real or hypothetical hustle. Fill each P.

WHAT YOU SELL: ____

P1. PRODUCT – exactly what's included in one purchase:

____

____

P2. PRICE – your three-tier ladder:

QUICK / STARTER: $ ______ what's included: _____________________

STANDARD: $ ______ what's included: _____________________

PREMIUM / SPA: $ ______ what's included: _____________________

P3. PLACE – three places customers will find you:

1. _________________________________ cost: $ ____
2. _________________________________ cost: $ ____
3. _________________________________ cost: $ ____

P4. PROMOTION – one message + one channel to test FIRST:

Message: ____

Channel: ____

ACTIVITY 2 · TEST THE LADDER

Run the same math Marcus did on YOUR three tiers.

Q1. REVENUE

Quick units × Quick price = $ ______ ; Standard × price = $ ______ ; Premium × price = $ ______ .

TOTAL REVENUE: $ ______

Q2. VARIABLE

Quick units × variable = $ ______ ; Standard × var = $ ______ ; Premium × var = $ ______ .

TOTAL VARIABLE: $ ______

Q3. MARGIN

Total revenue − Total variable = $ ______. That's your TOTAL CONTRIBUTION MARGIN.

(Each customer 'contributed' their margin to fixed cost.)

Q4. PROFIT

Contribution margin − Fixed cost = $ ______.

Was this MORE or LESS than your single-price month? (Circle: MORE / LESS)

Q5. ADJUST

Which tier brought in the most MARGIN? ____________ . Which brought the least? ____________ .

Next month: lean INTO the winner, not just sell more of everything.

TERMINOLOGY YOU JUST LEARNED

THE 4 P's

Marketing framework from McCarthy (1960). Product, Price, Place, Promotion. The four levers every business controls.

Example: Marcus's 4 P's = dog wash + 3-tier ladder + 4 places + referral-based promotion.

PRODUCT

What you sell - the item plus everything around it (quality, features, packaging, experience).

Example: Marcus: not just 'a wash' - it's a 45-min calm experience for the dog AND the owner.

PRICE LADDER

Three (or more) tiers - good, better, best - that capture different customers' willingness-to-pay.

Example: Marcus: $20 Quick / $25 Standard / $40 Spa.

WILLINGNESS-TO-PAY (WTP)

The maximum price a particular customer will pay for a particular product.

Example: The 'my dog is family' customer's WTP is $40+. The budget customer's WTP is $20. One price misses both.

PLACE

Where customers find and buy from you. The channels and locations.

Example: Marcus: corner sign + dog park + library + vet office.

PROMOTION

How you communicate the offer. Sign, flyer, referral, sample, demo, post.

Example: Marcus: referral cards, first-wash discount, dog park demos.

MORE TERMS THAT MATTER

SEGMENT

A group of customers who share a need or behavior - addressed with one message.

Example: Marcus's segments: budget / typical / 'family-style' dog owners.

VALUE PROPOSITION

One short sentence that says WHY a customer should pick you.

Example: Marcus: '45 calm minutes for your dog - and your Saturday.'

CHANNEL

A path between Marcus and customer - sign, flyer, in-person, etc.

Example: His 4 PLACE entries are 4 channels.

REFERRAL

A customer brings you a new customer because the experience was worth talking about.

Example: Marcus's $5-off card unlocks this.

FUNNEL

The journey a future customer takes: sees you -> tries you -> repeats -> refers.

Example: Sign = sees. First-wash discount = tries. Loyalty quality = repeats.

BRAND

The reputation a customer has of you in their head BEFORE they call.

Example: Marcus's brand by the end of this lesson: 'careful with the dog, fair price, kind to neighbors.'

FIVE MARKETING MISTAKES

Mr. Kim's list. Each ruined someone's first business.

1. ONE-PRICE-FITS-ALL

Charging the same to budget customers and the 'my-dog-is-family' segment. Leaves money on the table both ways.

Fix: three-tier ladder. Quick / Standard / Spa.

2. PROMOTING WHERE YOUR CUSTOMERS AREN'T

Spending all promotion on social-media posts when your real customers walk the dog park.

Fix: ask 5 current customers WHERE they look for services. Go there.

3. CHANGING ONE P WITHOUT MOVING THE OTHERS

Raising price 20% without changing PRODUCT or PROMOTION. Customers feel ripped off.

Fix: when price goes up, lead with new value (longer session, premium ingredients).

4. DISCOUNTING WITHOUT TRACKING

Running '20% off!' forever. Becomes the expected price. Margin erodes.

Fix: discount for a TIME-LIMITED WINDOW. Track new customers. Then stop.

5. CONFUSING ACTIVITY WITH RESULTS

'I posted on social ten times this week!' OK - how many new customers came in?

Fix: track new customers per channel. Lean into the channel actually driving results.

THE CUSTOMER JOURNEY.

Each step a future customer takes. Marcus's 4 P's run all four steps.

STEP 1 · SEES

Customer sees Marcus's sign / flyer / referral card.

P3 PLACE + P4 PROMOTION.

STEP 2 · TRIES

Customer books a first wash, often at a discount.

P2 PRICE (entry tier) + P4 PROMOTION.

STEP 3 · REPEATS

Customer comes back. Same tier OR moves up the ladder.

P1 PRODUCT (quality) + P2 PRICE (ladder).

STEP 4 · REFERS

Customer tells a neighbor; neighbor uses the $5-off card.

P4 PROMOTION (referral) + P1 PRODUCT (worth talking about).

6 DAYS · SPOT THE 4 P's IN THE WILD

5 minutes a day. Free.

MON Pick a coffee shop you visit. Name their PRODUCT (not 'coffee' – the whole thing). PRICE. PLACE. PROMOTION.

TUE Find a price ladder (3 tiers) in any business. Restaurant, app, gym – any.

WED Spot a referral program. Who runs it, what's the offer, how does it work?

THU Find a 'free trial' or 'first-time discount.' Why does the business use this? What's the goal?

FRI Pick a brand you love. Write ONE sentence: 'Why I pick them over their competitors.' That's their value prop.

SAT Run the 4 P's on YOUR real or hypothetical hustle. Fill p10 + p11. Lock the plan.

PORTFOLIO ARTIFACT #8

My 4-P Plan. Artifact #8 in your K-12 Money Portfolio.

MY 4-P PLAN

Hustle: ____________________________________

PRODUCT - what's included: ___________________________________

VALUE PROP (1 sentence): ____

PRICE LADDER:

QUICK $____ includes: _________________________________

STANDARD $____ includes: _________________________________

PREMIUM $____ includes: _________________________________

PLACE - 3 channels: ___________________ , ___________________ , ___________________

PROMOTION test (30 days): message ___________________________ channel ______________

Track NEW customers per channel. Lean into the winner.

BIG-LEAGUE 4 P's.

Brands you know - mapped to the 4 P's.

COFFEE SHOP CHAIN

PRODUCT: drinks + ambience. PRICE: tall/grande/venti ladder. PLACE: corner storefronts. PROMOTION: app rewards.

STREAMING SERVICE

PRODUCT: catalog + recommendations. PRICE: tiered plans. PLACE: every device. PROMOTION: first-month trial.

LOCAL PIZZA

PRODUCT: pies + sides. PRICE: small/med/large. PLACE: dine-in + delivery. PROMOTION: refrigerator-magnet menu.

GYM CHAIN

PRODUCT: equipment + classes + trainers. PRICE: basic / standard / premium tiers. PLACE: neighborhood locations. PROMOTION: 7-day pass.

Mr. Kim: 'Every brand you can name has run all four P's into the ground for years. The 4 P's are not a starter framework - they're a permanent one.'

EDGE CASES MR. KIM POINTED OUT

Five questions students always ask. Five short answers.

Q: Can I have only TWO tiers instead of three?

Yes - but most ladders work better with three. The MIDDLE tier becomes the anchor (most popular). Two tiers loses that effect.

Q: What if my customer just wants the cheapest option?

That's WTP. Don't fight it - serve it with the QUICK tier. Don't lose customers who would have paid SOMETHING.

Q: Isn't a referral program just a discount?

No - it's a discount that TRIGGERS new customers. The discount only fires when the existing customer brings someone new.

Q: How long should I test ONE promotion before changing?

Mr. Kim's rule: at least 30 days. Most small hustles get bored at day 7 and switch - data isn't there yet.

Q: Do I need a logo / brand colors / fancy stuff?

Not at $20-a-wash scale. Consistency beats fancy. Same handwritten sign every Saturday > brand-new fancy sign every week.

EXIT TICKET

5 questions. Q1-Q3 Recall. Q4 APPLY. Q5 CREATE.

Q1 RECALL

The 4 P's of marketing are: (a) Plan, Process, People, Product (b) Product, Price, Place, Promotion (c) Promote, Price, Pitch, Profit (d) Profit, Product, Place, Plan

Q2 RECALL

Willingness-to-pay means: (a) the lowest price a customer accepts (b) the maximum a customer will pay (c) what competitors charge (d) the cost of making the product

Q3 RECALL

True/False: changing PRICE without adjusting PRODUCT or PROMOTION usually breaks trust with customers.

Q4 APPLY

Build a three-tier price ladder for a CAR WASH hustle. Justify each tier with a target willingness-to-pay segment.

Q5 CREATE

Pick ONE promotion (referral / first-time discount / demo / bundle) for a hustle you'd actually run. Write the message and the channel.

REFLECTION · HOW YOU PICK THINGS

Three questions. Long-form answers.

Pick a recent purchase you actually made. Which of the 4 P's was the BIGGEST reason you bought?

Where on the price ladder do YOU typically buy (cheapest / middle / premium)? Why?

Mr. Kim says most failed marketing is 'activity without results.' Find one example in your life - your own or a brand you know - where you confused activity with results.

OUR PROMISE TO YOU

What we owe Students, Families, and Educators - every video, every page.

REAL FRAMEWORK
60-year 4 P's framework. Same one Coca-Cola and the corner bakery both use.

REAL LADDER
Three tiers, willingness-to-pay segments. Run the math, find the winner.

REAL PLACES
Marcus's 4 places (sign + dog park + library + vet) cost $11 in month one.

REAL PROMOTIONS
Referral cards. First-wash discount. Demo. Bundle. Real teen-doable plays.

REAL VOCABULARY
Segment. Channel. Funnel. Value proposition. Brand. Words that travel to G9-G12.

REAL PROGRESSION
G6 = four kinds. G7 = cost math. G8 = marketing. G9 = LLC + bank account.

REAL TOOL
4-P plan + ladder + promotion test = portfolio artifact #8.

SOURCES + STANDARDS

Public-record references behind every claim.

* E. Jerome McCarthy - Basic Marketing: A Managerial Approach (1960). The original 4 P's framework.
* Neil Borden - The Concept of the Marketing Mix (1953). The intellectual precursor.
* U.S. Small Business Administration - Marketing 101 Resource Guide.
* Council for Economic Education - Voluntary National Content Standards Std 7 (Markets and Prices), Std 14 (Entrepreneurship).
* National Standards for Financial Literacy 2026 - Earning Std 1, Std 9.
* Jump$tart Coalition - Personal Finance Standards G6-8.
* FL CCRS PF.S1 / MS CCRSS PF8 / TX TEKS 130.03 (Marketing) / CA Capstone PF / UT GFL.

5-STATE STANDARDS COVERED

Florida CCRS PF.S1. Mississippi CCRSS PF8. Texas TEKS 130.03 (Marketing). California Capstone PF. Utah General Financial Literacy.

MARCUS'S
MARKETING
BADGE
#8

96 EPISODES TO COLLECT

One badge per video, K through G12.

Next: G9_V01 – Marcus makes it legal.
LLC + EIN + business bank account in eight hours.

CASHQUEST KIDS · BUSINESS WORLD

CITATIONS & SOURCES

BUSINESS WORLD · GRADE G6-8 · G8_V01_Student · BUILD IT

G8_V01_Student

Tier: Student · Primary pillar: BUILD IT · Date: 2026-05-31

PRIMARY SOURCES

Drucker, P. (1985). Innovation and Entrepreneurship
Harper & Row. Chapter 1: Systematic Entrepreneurship

Sahlman, W. (1997). How to Write a Great Business Plan
Harvard Business Review, July-August 1997

U.S. Small Business Administration (2025). Plan Your Business
sba.gov/business-guide/plan-your-business

Pacioli, L. (1494). Summa de Arithmetica
Venice: Paganini. Tractatus XI on double-entry

WHERE THIS APPEARS NEXT

- This is the introductory episode in the BW arc.