

LESSON 7

Branding, the 4ps and Your First Social Post

60 minutes (2 periods)

Running the Numbers and Reaching Customers

WHAT THIS LESSON DOES

Apply the 4Ps framework (Product, Price, Place, Promotion) to your mini-business, create a brand identity with name and visual, and draft your first social-media post ready to publish.

WHAT STUDENTS SHOULD BE ABLE TO DO

- Apply the 4Ps framework to make and justify four key marketing decisions for a mini-business.
- Develop a recognisable brand identity comprising name, visual element, and core message.
- Craft a platform-specific social-media post that speaks directly to your target customer.
- Connect marketing strategy to customer understanding and business model.

BEFORE THE BELL

- Before the Lesson Print or display the worked example (Match Day Hot Choc) so students can see the 4Ps grid shape before they fill their own. Have students' previous lesson outputs to hand: mini-business idea, Customer Persona, business model, price and costs. Suggested Timing Getting Started (5 min), brand warm-up. What You'll Learn (5 min), 4Ps table and concepts. Worked Example: Brand and the 4Ps (8 min), read aloud and model the brand bullets, then silent read of the 4Ps table, ending with the 'pause and predict' micro-task. Worked Example: The Social Post (7 min), quick reveal of the prediction answer, then the post itself. Your 4Ps Grid (10 min), individual worksheet completion; circulate after 3 min to check Promotion is specific (platform, frequency, hook). Your Brand and First Social Post (15 min), brand name capped at 3 min by the in-worksheet time guide; circulate to keep weaker students moving past row 1. Think About It (5 min), call the pair-share aloud; 2 minutes on the prompts. What's Next (5 min), anchor to the pitch in the next lesson. Teaching Tips The 5-second test (Step 2): ask students to name a local business that nails each P. They will own the framework faster if they see it in real life. The 'pause and predict' between Step 3 and Step 4 is the bridge to the application worksheets, make sure students do it rather than skipping ahead. Circulate during the 4Ps Grid. Most common error: Promotion without specifics. Push back: 'Which platform? How often? What is your hook?' Brand naming often spirals. The student-facing instructions cap it at 3 minutes, but you may still need to nudge a few students past row 1. For the social post, model scrolling behaviour aloud during Step 4: what makes you stop? Caption length, image type, hashtag. Common Mistakes Promotion stays vague ('social media'), solution: name the platform, frequency, and hook or caption idea before students move on. Core marketing message does not name the customer, solution: ask 'Who is this for?' and make them rewrite with a specific person in mind. Social post is too long or unclear, solution: read aloud, count words (the worksheet caps at under 40), and ask 'Would your Customer Persona stop scrolling?' Ps fight each other (premium price, scruffy place, Facebook post for under-14s), solution: the Step 7 pair-share is designed to surface this; make sure students actually do it. Differentiation Support: Provide a sentence frame for the core message ('For [customer type] who [pain], [brand name] is [benefit] because [reason]'). Support: Offer a choice of three platforms (Instagram, TikTok, Facebook) with a worked example for each, so students do not overthink. Extension: Ask students to sketch or find a mock image for their social post and present the full visual to a partner for feedback on impact.

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HOW THE LESSON RUNS	
introduction	Getting Started
content	What You'll Learn
content	Worked Example: Brand and the 4ps
content	Worked Example: the Social Post
worksheet	Your 4ps Grid
worksheet	Your Brand and First Social Post
content	Think About It
summary	What's Next