

Dr Pepper Museum and Free Enterprise Institute

Lesson Plan for *Create A Soft Drink*

TEKS Grade 3

Student will create a simple soft drink and investigate advertising & marketing strategies.
An experiential education program with real world application.

General Goals of CASD

1. Become a self-directed learner while working in a team format; share data and results.
Sci 112.5 (a)(1) develop skills in data collection, inference, analyzing, drawing conclusions
Soc St 113.5 (b)(3.18 A-B) problem-solving, decision-making
2. Employ critical thinking skills to generate products appropriate to their level.
Sci 112.5 (b)(3.3 A-E) critical thinking
Sci 112.5 (b)(3.2 A-E) scientific inquiry

Differentiated Activities - TOUR

1. View museum exhibits re: development of soft drink industry, especially Dr Pepper.
LA&R 110.5 (b)(12 A) reading, inquiry, research
Soc St 113.5 (b)(3.1 A) how individuals, events, ideas influenced history
2. Identify effective advertising strategy for soft drink: name, slogan, logo, design
Soc St 113.5 (b)(3.8 A-D) business, free enterprise
3. Identify selling techniques used in television commercials
Soc St 113.5 (b)(3.16 C) business, free enterprise

Experiential Activities - CASD

1. Small teams each create a new soft drink using steps of the scientific method
Sci 112.5 (b) (3.1 A-B) conduct investigations
Sci 112.5 (b) (3.2 A-E) scientific inquiry method
Sci 112.5 (b) (3.3 A-E) critical thinking
Sci 112.5 (b) (3.4 A-B) tools & methods re: scientific inquiry
Math 111.15 (b)(11 E) measurement, capacity
Math 111.15 (b)(14 A-D) math process & tools in everyday experiences
2. Small teams develop advertising strategies to promote the new soft drinks
Sci 112.5 (b)(3.2 A,D-E) plan & formulate; draw conclusions; construct visual
3. Small teams apply communications techniques to sell their new soft drinks
Soc St 113.5 (b)(3.17 A-C) Written, oral, visual communications
Art 117.11 (b)(3.2 A-C) creative expression thru art work and various media

Evaluation - PRODUCT & SKIT

To share the outcome of each experimental project, each team will:

1. Give a short presentation of their new soft drink to the other teams.
LA&R 110.5 (b)(3 D) Listening, speaking, audiences, grammar
Theatre 117.13 (b)(3.2 A-B) creative expression / performance
2. Explain the advertising strategy of name, logo, slogan, and target audience
Soc St 113.5 (b)(3.18 A-B) problem-solving, decision-making
LA&R 110.5 (b)(3 A) listening, speaking, audiences, grammar