

Dr Pepper Museum and Free Enterprise Institute

Lesson Plan for *Create A Soft Drink*

TEKS Grade 4

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 & results.
Sci 112.6 (a)(1) develop skills in investigation, analyzing, interpreting, informed decisions
Soc St 113.6 (b)(5.27 A-B) problem-solving, decision-making
2. Employ critical thinking skills to generate products appropriate to their level.
Sci 112.6 (b)(4.3 A) critical thinking, scientific problem solving
Sci 112.6 (b)(4.2 A-E) scientific inquiry methods

Differentiated Activities - TOUR

1. View museum exhibits re: development of soft drink industry, especially Dr Pepper.
LA&R 110.6 (b)(13 A,C,G-H) reading, inquiry, research with variety of sources
Soc St 113.6 (b)(4.5 A-B) issues, events, individuals in 20th century
2. Identify effective advertising strategy for soft drink: name, slogan, logo, design
Soc St 113.6 (b)(4.12 B-C) business, advertising, free enterprise, benefits
Soc St 113.6 (b)(4.13 A-B) supply and demand
3. Identify selling techniques used in television commercials
Soc St 113.6 (b)(4.21 A-B) impact of technology/communications benefits re: free enterprise

Experiential Activities - CASD

1. Small teams each create a new soft drink using steps of the scientific method
Sci 112.6 (b) (4.1 A-B) conduct investigations, safety
Sci 112.6 (b) (4.2 A-E) scientific inquiry method
Sci 112.6 (b) (4.3 A-E) critical thinking, scientific problem solving
Sci 112.6 (b) (4.4 A-B) tools & methods re: scientific inquiry
Math 111.17 (b)(10 C) measurement, capacity
Math 111.17 (b)(14 A-C) math process & tools in everyday experiences
2. Small teams develop advertising strategies to promote the new soft drinks
Sci 112.6 (b)(4.2 A,D-E) plan & formulate; draw conclusions; construct visual
3. Small teams apply communications techniques to sell their new soft drinks
Soc St 113.6 (b)(4.22 C) organize & interpret information
Soc St 113.6 (b)(4.23 A-E) written, oral, visual communications
Art 117.14 (b)(4.2 A-B) 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 110.6 (b)(5 A-D) diction, speaking, plays/skits
Theatre 117.16 (b)(4.2 A-D) creative expression / performance
2. Explain the advertising strategy of name, logo, slogan, and target audience
Soc St 113.6 (b)(4.24 C) problem-solving, decision-making
Soc St 113.6 (b)(4.23 C) express research ideas orally
LA&R 110.6 (b)(5 A-B,D) diction, provide info to audience, grammar