

Dr Pepper Museum and Free Enterprise Institute
Advertising and Marketing: Kid Style
TEKS Grades 3rd-5th

Student will learn about free enterprise economics & will receive a lesson on various types of marketing throughout the years.

General Goals of AMKS

1. Teach students principles of free enterprise & entrepreneurship
 - a. **Social Studies 113.14(a) (4-5) / 113.15(a) / 113.16(a) (4)** ID role of U.S. Free Enterprise System, understand importance of functions in Free Enterprise System
 - b. **Social Studies 113.14(b) (8)** understand how businesses operate in U.S. Free Enterprise System
2. Communicate advertising & marketing techniques via hands-on learning methods and multi-media materials

PART I: The Free Enterprise System

1. Three founders of Dr Pepper
2. Guiding Principles of Free Enterprise
 - a. **Social Studies 113.14(b) (7 C)** explain concept of Free Market as it relates to U.S. Free Enterprise System
 - b. **Social Studies 113.15(b) (11 C) / 113.16(b) (11 B-C)** give examples of benefits of Free Enterprise System such as choice & opportunity
3. Competition and Supply & Demand
 - a. **Social Studies 113.14(b) (7 B)** explain impact of scarcity on production, distribution, & consumption of goods & services
 - b. **Social Studies 113.14(b) (8 B) / 113.15(b) (11 B) / 113.16(b) (12 A)** explain how supply & demand affect price of good or service & consumer

PART II: History of Advertising & Marketing Mediums

1. Origins of Advertising: Town Criers, Signs, & Newspapers
2. Current Advertising Mediums
 - a. **Social Studies 113.14(b) (16)** understand how new technology has affected life in communities, past & present
3. The Future of Advertising
 - a. **Social Studies 113.15(b) (20 C) / 113.16(b) (23 D)** predict how future scientific discoveries & technological innovations might affect life

PART III: Soft Drink Taste Survey & Current Advertising Techniques

1. Blind Taste Test
 - a. **Social Studies 113.14(b) (17) / 113.15(b) (21)** apply critical thinking skills to organize & use information
 - b. **Social Studies 113.14(b) (17 B) / 113.16(b) (24 B)** sequence & categorize information
 - c. **Social Studies 113.14(b) (19 B) / 113.15(b) (23 B) / 113.16(b) (26 B)** use problem solving & decision-making skills, working independently & with others, ID a situation that requires a decision, gather information, ID options, predict consequences, & take action

to implement a decision

2. Slogans, Logos, & TV Commercials

- a. **Social Studies 113.14(b) (17 C) / 113.15(b) (21 B)** interpret visual & print material by identifying the main idea, distinguishing between fact & opinion, and comparing & contrasting

3. Follow-Up

- a. **Social Studies 113.14(b) (8 E)** ID entrepreneurs in community who have started new businesses
- b. **Social Studies 113.14(b) (16 A)** ID scientists & inventors who have created or invented new technology