

Create a Soft Drink and Advertising and Marketing: Kid Style Classroom Activities and Assignments

All activities and assignments are related to the concept of free enterprise and marketing of products.

Classroom Activities:

1. If your group was unable to make commercials while at the Museum, make (and video) commercials on your own.
2. Discuss with students what they believe would be needed to start their own business. Then offer students the opportunity to try their hands at running their own business from the ground up through simulation games. Many are available on the internet and the trial version can be downloaded for free and used for a limited time. Yahoo has several that give students the opportunity to start a coffee, burger, movie theater, or even a pet grooming business. (Not all have been checked for content.) After playing the games, see if they have discovered things they had not thought about that would be needed to start their own business.

Assignments:

1. Have students write their own definition of free enterprise based on what they learned during the program. Have them lookup *entrepreneur* and discuss how *free enterprise* and *entrepreneurism* are related.
2. Have students research the following people to find out what they have in common: Wally Amos, Henry Ford, King Gillette, John D. Rockefeller, and Harland Sanders.
3. Have students pick a product that they or their family use. Have them research that product. Ask them with their research to figure out if the person who invented it an entrepreneur or if someone else took that idea and made the business a success. (The inventor of Dr Pepper did not make any money from his creation-he actually left the company. Other people made the company grow into the huge success it is today!)
4. Ask students to develop their own new product. Let their imaginations run wild. It could help their parents with a chore around the house; it could help them do something. Have them name their product and develop a logo and slogan. Ask them also to think about what they would need to manufacture their product and get it to stores for consumers to purchase.
5. Ask students to develop their own taste test with their classmates, families, and friends using their favorite product. Generic/store brands and name brands should be available of the product. Some ideas are soft drinks, chips, juice, milk, bread, cheese, lunch meat, and ice cream. Students then should develop different categories for ranking their chosen product. Taste, texture, and smell are used during the program at the Dr Pepper Museum. Discuss their results and see if they are similar to the results from the soft drink taste test at the Dr Pepper Museum.