

**Dr Pepper Museum and Free Enterprise Institute**  
**Lesson Plan for CASD *Create A Soft Drink***  
**TEKS Grades 9 – 12<sup>th</sup>**

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 112.45 (c)(2 A-E)** scientific methods, analyzing, critical thinking, problem-solving  
**Soc St 113.37 (c)(16 A-C)** problem-solving, decision-making, self-directed learner in teams
2. Employ critical thinking skills to generate products appropriate to their level.  
**Soc St 113.37 (c)(14 A-B)** Critical thinking, analysis to create a product

Differentiated Activities - Tour

1. View museum exhibits re: development of soft drink industry, especially Dr Pepper.  
**Read 110.42 (b)(13 A,E)** reading, inquiry, research with variety of sources  
**Soc St 113.33 (c)(24 A-C)** technology, science & society in 19-20c US  
**Econ 118.2 (c)(26 A-D)** effects of science/technology on an economy
2. Identify effective advertising strategy for soft drink: name, slogan, logo, design  
**Market 124.22 (c)(12 B-C)** advertising: identify elements for successful campaign  
**Art 117.52 (c)(Level 1,1 A-B)** develop, organize ideas from direct observation
3. Identify selling techniques used in television commercials  
**Econ 118.2 (c)(23 A,D)** analyze info, explain marketing techniques  
**Eng 110.49 (b)(2 A-E)** persuasive messages in TV commercials  
**Market 124.22 (c)(3 A-B)** advertising: target vs mass market

Experiential Activities - CASD

1. Small teams each create a new soft drink using steps of the scientific inquiry method  
**Sci 112.45 (c)(1 A-B)** conduct investigations, safety  
**Sci 112.45 (c)(2 A-E)** scientific inquiry method  
**Sci 112.45 (c)(3 A)** critical thinking, scientific problem solving  
**Sci 112.45 (c)(4 A-C)** science concepts: characteristics of liquids  
**Math 111.36 (b)(1)(2)** math process & tools re: math ideas & models  
**Math 111.36 (c)(1 A)** math process & tools re: real-life application
2. Small teams develop advertising strategies to promote the new soft drinks  
**Econ 118.2 (c)(24 A-D)** written, oral, visual presentation development  
**Read 110.45 (b)(17 E)** persuasive messages in oral presentations
3. Small teams apply communications techniques to sell their new soft drinks  
**Soc St 113.32 (c)(25 A-D)** written, oral, visual communications  
**Market 124.22 (c)(12 D-E)** Advertising: development & presentation  
**Art 117.52 (c)(Level 1, 2 A-C)** express ideas through 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.  
**Read 110.31 (b)(25)** diction, speaking in presentations  
**Read 110.31 (b)(26)** imagination & creativity re: performance & teamwork  
**Theatre 117.64 (c)(Level 1, 2 A-C)** creative expression / performance
2. Explain the advertising strategy of name, logo, slogan, and target audience  
**Read 110.31 (b)(23 A-B)** informative speech / oral presentation  
**Soc St 113.32 (c)(25 A-D)** problem-solving, decision-making  
**Market 124.22 (c)(12 D-E)** Advertising: development & presentation