

**Dr Pepper Museum and Free Enterprise Institute**  
**Lesson Plan for *Create A Soft Drink***  
**TEKS Grade 6**

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 112.22 (a)(1)** develop skills in investigation, analyzing, interpreting, informed decisions  
**Soc St 113.22 (b)(6.23 A-B)** problem-solving, decision-making
2. Employ critical thinking skills to generate products appropriate to their level.  
**Sci 112.22 (b)(6.3 A-E)** critical thinking, scientific problem solving  
**Sci 112.22 (b)(6.2 A-E)** scientific inquiry methods

Differentiated Activities - TOUR

1. View museum exhibits re: development of soft drink industry, especially Dr Pepper.  
**LA&R 110.22 (b)(13 A,C,G)** reading, inquiry, research with variety of sources  
**Soc St 113.22 (b)(6.2 A-B)** issues, events, individuals past and present
2. Identify effective advertising strategy for soft drink: name, slogan, logo, design  
**Soc St 113.22 (b)(6.8 A-B)** business, advertising, free enterprise, benefits  
**Soc St 113.22 (b)(6.9 A-B)** supply and demand
3. Identify selling techniques used in television commercials  
**Soc St 113.22 (b)(6.20 B)** impact of technology/communications benefits re: free enterprise  
**LA&R 110.26 (b)(5 A-B)** persuasive messages

Experiential Activities - CASD

1. Small teams each create a new soft drink using steps of the scientific method  
**Sci 112.22 (b) (6.1 A-B)** conduct investigations, safety  
**Sci 112.22 (b) (6.2 A-E)** scientific inquiry method  
**Sci 112.22 (b) (6.3 A-D)** critical thinking, scientific problem solving  
**Sci 112.22 (b) (6.4 A-B)** tools & methods re: scientific inquiry  
**Math 111.17 (b)(8 B)** measurement, capacity  
**Math 111.22 (b)(11 A-B)** math in everyday experiences, other disciplines
2. Small teams develop advertising strategies to promote the new soft drinks  
**Sci 112.22 (b)(6.2 A,D-E)** plan & formulate; draw conclusions; construct visual
3. Small teams apply communications techniques to sell their new soft drinks  
**Soc St 113.22 (b)(6.21 B-C)** organize & interpret information  
**Soc St 113.22 (b)(6.22 A-E)** written, oral, visual communications  
**Art 117.33 (b)(6.2 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 110.22 (b)(5 A-C)** diction, speaking, plays/skits  
**Theatre 117.34 (b)(6.2 A-D)** creative expression / performance
2. Explain the advertising strategy of name, logo, slogan, and target audience  
**Soc St 113.22 (b)(6.23 A-B)** problem-solving, decision-making  
**Soc St 113.22 (b)(6.22 C)** express research ideas orally  
**LA&R 110.22 (b)(5 A-B)** diction, provide info to audience, grammar