

Dr Pepper Museum and Free Enterprise Institute

Lesson Plan for *Create A Soft Drink*

TEKS Grade 8

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 112.24 (a)(1) scientific methods, analyzing, critical thinking, scientific problem-solving
Soc St 113.24 (b)(8.32 A-B) problem-solving, decision-making
2. Employ critical thinking skills to generate products appropriate to their level.
Sci 112.24 (b)(8.3 A-E) critical thinking, scientific problem solving
Sci 112.24 (b)(8.2 A-E) scientific inquiry methods

Differentiated Activities - TOUR

1. View museum exhibits re: development of soft drink industry, especially Dr Pepper.
LA&R 110.24 (b)(13 A,C,G-H) reading, inquiry, research with variety of sources
Soc St 113.24 (b)(8.28 C) technological innovations, manufacture, marketing
2. Identify effective advertising strategy for soft drink: name, slogan, logo, design
Soc St 113.24 (b)(8.15 B) free enterprise, characteristics & benefits
Art 117.38 (b) (8.1 A-B) develop, organize ideas from direct observation
3. Identify selling techniques used in television commercials
Soc St 113.24 (b)(8.28 C) free enterprise/manufacture, marketing re: technology
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 inquiry method
Sci 112.24 (b) (8.1 A-B) conduct investigations, safety
Sci 112.24 (b) (8.2 A-E) scientific inquiry method
Sci 112.24 (b) (8.3 A-E) critical thinking, scientific problem solving
Sci 112.24 (b) (8.4 A-B) tools & methods re: scientific inquiry
Math 111.24 (b)(14 A-B,D) math process & tools re: everyday application
Math 111.24 (b)(15 A-B) math process & tools re: math ideas and models
2. Small teams develop advertising strategies to promote the new soft drinks
Sci 112.24 (b)(8.29 A-C) plan & formulate; draw conclusions; construct visual
LA&R 110.26 (b)(5 A-B) persuasive messages
3. Small teams apply communications techniques to sell their new soft drinks
Soc St 113.24 (b)(8.29 A-C) impact, influence scientific discoveries & technology
Soc St 113.24 (b)(8.31 A-D) written, oral, visual communications
Art 117.38 (b)(8.2 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.
LA&R 110.24 (b)(5 A-F) diction, speaking, plays/skits for audiences
LA&R 110.26 (b)(6 A-F) imagination & creativity re: performance
Theatre 117.40 (b)(8.2 A-D) creative expression / performance
2. Explain the advertising strategy of name, logo, slogan, and target audience
Soc St 113.24 (b)(8.32 A-B) problem-solving, decision-making
Soc St 113.24 (b)(8.31 D) express research ideas orally
LA&R 110.24 (b)(15 A-C,E) writing purpose, especially re: target audience
LA&R 110.26 (b)(4 F,I) presenting informative speech