

**Dr Pepper Museum and Free Enterprise Institute**  
**Lesson Plan for *Create A Soft Drink***  
**TEKS Grade 5**

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 112.7 (a)(1)** develop skills in investigation, analyzing, interpreting, informed decisions  
**Soc St 113.7 (b)(5.27 A-B)** problem-solving, decision-making
2. Employ critical thinking skills to generate products appropriate to their level.  
**Sci 112.7 (b)(5.3 A-E)** critical thinking, scientific problem solving  
**Sci 112.7 (b)(5.2 A-E)** scientific inquiry methods

Differentiated Activities - TOUR

1. View museum exhibits re: development of soft drink industry, especially Dr Pepper.  
**LA&R 110.7 (b)(13 A,C,G-H)** reading, inquiry, research with variety of sources  
**Soc St 113.7 (b)(5.5 A-B)** issues, events, individuals in 20<sup>th</sup> century
2. Identify effective advertising strategy for soft drink: name, slogan, logo, design  
**Soc St 113.7 (b)(5.12 B-C)** business, advertising, free enterprise, benefits  
**Soc St 113.7 (b)(5.13 A-B)** supply and demand
3. Identify selling techniques used in television commercials  
**Soc St 113.7 (b)(5.24 C)** impact of technology/communications benefits re: free enterprise

Experiential Activities - CASD

1. Small teams each create a new soft drink using steps of the scientific method  
**Sci 112.7 (b) (5.1 A-B)** conduct investigations, safety  
**Sci 112.7 (b) (5.2 A-E)** scientific inquiry method  
**Sci 112.7 (b) (5.3 A-E)** critical thinking, scientific problem solving  
**Sci 112.7 (b) (5.4 A-B)** tools & methods re: scientific inquiry  
**Math 111.17 (b)(10 C)** measurement, capacity  
**Math 111.17 (b)(14 A-D)** math process & tools in everyday experiences
2. Small teams develop advertising strategies to promote the new soft drinks  
**Sci 112.7 (b)(5.2 A,D-E)** plan & formulate; draw conclusions; construct visual
3. Small teams apply communications techniques to sell their new soft drinks  
**Soc St 113.7 (b)(5.25 C)** organize & interpret information  
**Soc St 113.7 (b)(5.26 A-E)** written, oral, visual communications  
**Art 117.11 (b)(5.2 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 110.7 (b)(5 A-D)** diction, speaking, plays/skits  
**Theatre 117.13 (b)(5.2 A-D)** creative expression / performance
2. Explain the advertising strategy of name, logo, slogan, and target audience  
**Soc St 113.7 (b)(5.25 C)** problem-solving, decision-making  
**Soc St 113.7 (b)(5.26 C)** express research ideas orally  
**LA&R 110.7 (b)(3 A-B,D)** diction, provide info to audience, grammar