

A stack of antique leather-bound books with intricate gold-tooled patterns. A silver chain hangs from the top, with a round pocket watch attached. The watch has a white face with black numerals and hands, and a small seconds sub-dial at the 6 o'clock position. The background is a blurred indoor setting.

HISTORY @ IA WITH MR. BUNING



AP US HISTORY

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MR. BUNING

AP UNITED STATES HISTORY

WORLD HISTORY

- About me!
 - Raised in North ATL
 - IA OG
 - I taught 6th Grade Social Studies at Elkins Pointe Middle in Roswell
 - Kennesaw State and GA State
- Previous Career
 - Surgical Device Rep
 - Retail Manager
- Passion for History and Pop Culture!
- My favorite activities are Skateboarding, Playing Music, Video Games, and Football



KENNESAW STATE
UNIVERSITY



CONTACT AND SCHEDULE

Email Contact

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FOURTH PERIOD: LUNCH

SIXTH PERIOD: PLANNING



CONTENT BREAK DOWN

- CANVAS
 - Get Observer Code from your student
 - Modules for every unit
- Weekly Reading Quiz
 - A chapter from Henretta's a week.
 - Guided reading to take notes
 - Use GR to take Quiz
 - **MUST COMPLETE Chapter GR's and Quizzes TO EARN UNIT MCQ CURVE!**
- In-Class: Lecture, Discussion, SkillShop, Projects, Presentations
- At Home:
 - Chapter Readings
 - Homework/Flex Friday: Source based assignments

Defining the Course Periods

Period	Title	Date Range	Exam Weight
1	Early Contacts Among Groups in North America	1491-1607	5%
2	North American Societies in the Context of the Atlantic World	1607-1754	45%
3	Birth of a New Nation and Struggle for Identity	1754-1800	
4	Growing Pains of the New Republic	1800-1848	
5	Expansion, Regional Separation, the Civil War and Its Aftermath	1844-1877	
6	Industrialization, Urbanization, and Cultural Transformation	1865-1914	45%
7	Domestic and Global Challenges and the Creation of Mass Culture	1890-1945	
8	Increasing Prosperity and Global Responsibility After World War II	1945-1980	
9	Globalization and Redefining National Identity	1980-Present	



AP US HISTORY EXAM OVERVIEW

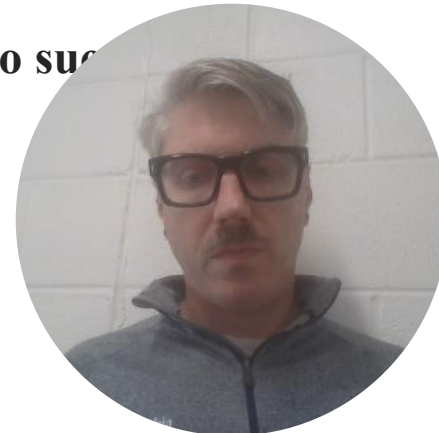
AP United States History is an introductory college-level course; culmination of course is a CollegeBoard Exam in May.

- **May 7th, 2027**
- Score of 3 **or** higher is accepted by colleges*

General Exam information:

- 55 Multiple Choice Questions [All stimuli Based]
- 3 Short Answer Essay Questions
- 1 Document Based Essay Question
- 1 Long Essay Question

In summary: Lots of Writing, Reading is key to suc



OVERVIEW OF CLASSROOM AND STUDENT EXPECTATIONS

Students are expected to be engaged and ready to learn

“Buy in” - students should actively seek to participate in lessons

- Discussion, Asking and Answering Questions
- Volunteering to read passages

Coming to class prepared!

- Completing homework, Chapter Readings



APUSH AND PBL!

- Fall
 - Unit 3: Acts of Parliament Presentations
 - Unit 4: Market Revolution STEM PBL
- Spring
 - 20th Century Business Portfolio



DR. PEPPER

"KING OF BEVERAGES"

QUICK FACTS

- **Founders:** Charles Alderton, Robert Lazenby, & Wade Morrison
- **Established:** 1885
- **Original Products:** Dr. Pepper
 - made with 23 different fruit flavors
 - introduced to the public at the 1904 Louisiana Purchase Expo

HISTORY

DEVELOPMENT

In July 1885, pharmacist Charles Alderton sought to create a drink that replicated the scent of his drugstore and did so by experimenting with different fruit scents until he made one that became a hit with customers. They would ask for him to "shoot them a Waco," named for the town in which the drugstore was in. Eventually, the owner of the drugstore, Wade Morrison, and Robert Lazenby had the idea to expand and manufacture the drink. Alderton, however, was not interested in doing so, and turned over control to the two, who named it "Dr. Pepper."

There were many different approaches that the company used over time. Firstly, it was marketed as the first big soft drink company, which has an element of truth as Coca-Cola (1886) and Pepsi (1890) didn't come along until a few years later. Secondly, Dr. Pepper was advertised as healthy (as shown in the ad), with "no cocaine" and "Defends your children against an army of caffeine-doped beverages, as the great Horatius defended Rome". They also promised "wakefulness" and other stimulation-like side effects, which made many think that Dr. Pepper was named for the "pep" it promised.

As for its business model, according to CNN, Dr. Pepper did not "push as hard" as its competitors, especially Coca-Cola and Pepsi. Notably, their "no cocaine" promise differed from the former. Dr. Pepper also demonstrated horizontal integration, as it acquired similar companies, an example of which was its acquisition of Keurig Green Mountain to become Keurig Dr. Pepper, but this did not happen until 2008. Otherwise, it has been readily independent.

PRICES + VALUE

prices

- 1885 | n/a, ordered at soda fountains as a "Waco"
- 1890 | 5 cents/2 glasses

value (stocks)

- none found before 2006.

assets/patents

- 1891: Artesian Mfg. & Bottling Company formed by Morrison and Lazenby, which later became the Dr. Pepper Company.
- 1920s-1930s: "Old Doc" became Dr. Pepper's trademark character.
- December 1, 1885: First time Dr. Pepper is served, according to the U.S. Patent Office

GALLERY

1891 ADVERTISEMENT. (NO SOURCE)

CHARLES ALDERTON, PHARMACEUTICAL

1904 ADVERTISEMENT. (NO SOURCE)

1904 ADVERTISEMENT. (NO SOURCE)

DR. PEPPER

ONE-PAGER | ROHINI ROY

Thesis: The extent to which the Great Depression, The New Deal, and World War II Fostered continuity and change in the Dr. Pepper company was relatively stable, but there were changes in federal regulation, advertisement strategies, and stocks that enabled this survival.

CONTINUITY & CHANGE

THE GREAT DEPRESSION

- There were era-specific campaigns.
 - For the Great Depression, advertisements were a distraction
 - Featured parties and wealthy women sipping drinks
- Pulled out of the depression with changes in stock shares (see images)

THE NEW DEAL

- While there was no specific information available about Dr. Pepper specifically and the New Deal, the New Deal included:
 - greater worker rights, leading to likely changes in Dr. Pepper factory workers' experiences
 - Food, Drug, and Cosmetic Act (1938)
 - improved quality of public safety
 - ingredients, such as those in Dr. Pepper, had to be clearly listed.

WORLD WAR II

- Dr. Pepper advertised their drinks as "energizing" during this time period.
- deemed "The Liquid Bite" to help revitalize soldiers
- "necessary" - given less sugar rations
- Ads showed people supporting the war effort
- fighting and war bonds
- The family that owns Keurig Dr. Pepper had Nazi ancestors/sympathizers

WWII ad depicting ideal mother

During the 1930s, the Dr. Pepper stock "made a 10-fold move as the company pulled out of the Depression."

WWII ad depicting ideal mother

WWII ad depicting ideal mother

WWII ad depicting ideal mother

DR. PEPPER

Thesis: The extent to which globalization, eCommerce, and modern issues impacted your business from 1945 to the present was immense due to their mostly noncontroversial handling of them, mostly through advertisement campaigns and maintained connections.

GLOBALIZATION

- International markets count for about 12% of Dr. Pepper's sales and growth, compared to PepsiCo and Coca-Cola with 50%.
- However, it is slowly increasing its international share, expanding from 4,269 million U.S. dollars in worldwide sales in 2017 to 14,057 million in 2022.
 - Currently, Mexico is the fastest-growing market.
- Dr. Pepper also merged with Keurig Green Mountain and the Dr. Pepper Snapple Group in 2018, and the group reports their product elements being derived from responsible sources.

Dr. Pepper cans

Dr. Pepper's international sales

MODERN ISSUES

- Even though the soda market had gone flat in the 2000s, Dr. Pepper remained strong.
 - According to CNN, it grew "its dollar share by 9% from 2003 to 2021, compared to a 26% drop in the carbonated soft drinks category overall".
- According to an article published in the midst of the Great Recession, Dr. Pepper maintained strong connections with consumers during economic downturns.
- More recently, Dr. Pepper maintained popularity during the COVID-19 pandemic, with many people reporting that amid losses of taste and smell, it tasted the same. Additionally, it was not unlike war times—one of the items in shortage in stores.
 - It was also reported by employees that there was a good company response to the pandemic and that it was "largely immune" from the COVID-19 crisis.
- Dr. Pepper also received a perfect score in the Human Rights Campaign's 2021 Corporate Equality Index, and was "designated as a 'Best Place to Work' for LGBTQ equality in the U.S."

ECOMMERCE

- Dr. Pepper partnered with The Code Theory to build their social media presence.
- With the rise of the digital age, Dr. Pepper initially and successfully used Twitter, MySpace, and Facebook for advertising.
 - Facebook especially became a key driver in campaigns, leading to a 33% increase in store visits for Dr. Pepper.
- However, these soon changed to fit younger generations' usage of Instagram and TikTok, especially through memes (right).
- Dr. Pepper also boosted their products through celebrity testimonials.
- While there has been a biometric privacy case in recent years (in which the company failed to gather biometrics), the company is otherwise clear of privacy charges.

Dr. Pepper social media presence

Dr. Pepper social media presence

Dr. Pepper social media presence

Dr. Pepper social media presence

TUTORING HOURS/HOW TO REACH ME

The student is responsible for self-advocating when they need further support.

- Tutoring hours during Flex Friday 8:55 – 10:15
- By Email appointment
- 4th Period Lunch and 6th Period Planning

