



Interdisciplinary Shower Gel Project at Booker T. Washington Magnet School, Champaign, IL

Joe Muskin, University of Illinois at Urbana-Champaign



Students at Booker T. Washington School worked on a multidisciplinary project in which they formed companies to make and sell shower gel. The students learned how to make the gel, and then customized the recipe to produce a product they thought would be better. They determined the cost of the gel, decided on a price at which they could make a small profit, conducted market research, analyzed their results, developed advertisements and finally put together a marketing report.

They sold their shower gel for a few hours on a Saturday at a local mall during the holiday season. The profits will be used for the following class to conduct the activity again in the coming year.



(a), (b): Booker T. Washington Magnet School students making shower gel.

(c): Booker T. Washington Magnet School students selling the shower gel at Lincoln Square Mall in Urbana, IL.