

Professors

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Course Schedule

Date		Topic	Resources
2022 Week of:		Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6	
Sept	13	Overview of Events, Components of Events; Events as Service Formation of Teams; Discussion of Seminars & Event Plans	Week 1 PowerPoint
	20	Creating an Event & Idea Generation Project Management & Flash Reports Team Assignment #1 due; Start Team Assignment #2	Week 2 PowerPoint
	27	Team Seminar #1 – Event Creation & Idea Generation Events Minds Eye Modelling & Event Scripting Customer Profiling, Persona Model, Positioning of Event Team Assignment #2 Project Charter	Week 3 PowerPoint
Oct	4	Team Seminar #2 –	



