



**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 <b>Team Assignment #1 due; Start Team Assignment #2</b>	Week 2 PowerPoint
	27	<b>Team Seminar #1 – Event Creation &amp; Idea Generation</b> Events Minds Eye Modelling & Event Scripting Customer Profiling, Persona Model, Positioning of Event <b>Team Assignment #2 Project Charter</b>	Week 3 PowerPoint
Oct	4	<b>Team Seminar #2 –</b>	



