

Modified January 15, 2014
Schedule BUSI 7210 and 7216
Spring 2014
Marketing & Consumer Theory

Dr. Danny Butler

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Office Hours

Tues & Thur: 1-2 or by appointment

When in doubt about anything course related, please call me at home 821-2840

Butler's Core Value: Treat people as you would like to be treated.

Butler's Academic Philosophy:

Provide appropriate foundation readings and application assignments allowing students to master the material. Move students past their comfort zone. Provide an experience that will allow students to be successful in marketing far into the future.

Class Meets in Lowder Room 009; 0930AM - 1045AM Tues and Thurs

Butler Office Hours: Tuesday & Thursday 1- 2 or by appointment

Course Overview: This course is designed to provide business tools necessary for developing and managing marketing initiatives. State-of-the-art tools for managing the marketing function will be covered. Marketing management issues inclusive of factors motivating consumer behavior, managing perceived value, market segmentation and differentiation tactics, developing new products, branding, integrated communication, sales force and supply chain decision will be covered. This course will build on previous MBA course material from business strategy, accounting, and finance.

Course Objectives: Students completing this course will have the foundation tools necessary to develop and implement integrated marketing plans necessary for competing in today's global economy. Students will also have a foundation in segmenting markets, developing sales forecasts, and implementing marketing strategies that will have a profound effect on stakeholders' interests.

Required Materials:

Marketing and Consumer Theory (Butler - BUSI 7210 7216) Spring 2014,
 ISBN#: 9781269662475. This is a custom text, Pearson Publishing.

Communicating with Butler: On all emails to me, you must use your official AU email account. In the subject line, please include: *BUSI 7210 or 7216 and your name...* and general topic. Otherwise, the email will most likely be deleted.

Butler's Assigned Material and Educational Philosophy:

I employ a Socratic style of education.

Socratic method - A pedagogical technique in which a teacher does not give information directly but instead asks a series of questions, with the result that the student comes either to the desired knowledge by answering the questions or to a deeper awareness of the limits of knowledge.

*The American Heritage® Dictionary of the English Language, Fourth Edition
copyright ©2000 by Houghton Mifflin Company.,
<http://www.thefreedictionary.com/Socratic+method>, Accessed June 1, 2012.*

The norm is to have an on-going discussion of concepts, theories, applications, and ideas with the class. The class will be very interactive and participation is necessary. I understand there may be age, cultural, and educational differences within the composition of the class and professor. Given that this course is about marketing and culture is a strong influencer in the marketing domain, together we will figure a way to accomplish the course objectives taking this into consideration. We live in a global world. You must learn to work and live with people who think, speak, and act in ways that may be at odds with the manner in which you were raised. However, marketing and marketing concepts are universal. Thank you, gracias, obrigada, hvala, dekuji, arigato, danke, grazie, merci, tack, kiitti, komapsumnida – 고맙습니다, spasibo – спасибо, 谢谢你-xiè xie, dankie, cheers, dannaba, toda.....

You are expected to be able to discuss issues, material, and applications of the material as we go along. We will integrate material from other domains you have taken (i.e., Economics, Finance, Accounting, Strategy, Management, Statistics, etc.) in the context of marketing. Over the course of the semester, I expect everyone to participate in discussion to provide their views and inputs regarding the material we cover during our time together. I will call on you daily to answer questions providing your thoughts on topics. It is important to come to class because many items discussed will be a different format than that provided in your readings.

As this is an MBA course, a higher level of professionalism is expected than that of lower level students. Because class and individual contact time is scarce, I will do my best to help you (my customer) meet your needs. At the same time, I will hold the class to a standard expected in the AU College of Business – a professional school.

Unlike disciplines such as mathematics and engineering, marketing (and therefore consumers) is not a linear process. If you are a linear thinking kind-of-person this course may drive you crazy. Although there is order and logic in the current scheduling of sessions, changes in topic and assignments may arise based on the needs of the class (my customers). Unlike disciplines wherein being fair to all concerned is valued (everyone is equal), in business there is only one highest stock value. There is only one company with the highest profits, sales, margins, etc. Although employees at competing firms put their time in and work hard, many companies fail as do those employees. Those employees just didn't do as well as others in their industry in terms of final output. Consequently, everyone begins this course as an equal, productivity and output will differentiate you in terms of final grades.

Assigned Readings Butler: I will not lecture or cover each assigned reading or homework. Feedback from previous students and benchmarking successful firms are the impetus for assigning the material included in this course. The material assigned has rendered positive results for these entities.

On-Campus Teams:

You will compete in teams. Given time and money constraints, we deal with what we are given. Each team will establish two meeting periods each week. These times will be mutually agreed upon at the beginning of the course such that everyone will be able to meet at that time. A master time sheet will be developed and turned in. (See Appendix A) These meetings are like job meeting times. You are to come prepared with assigned work completed such that it can be discussed and shared with your team members. Using a project management format, notes will be kept of who attended, what was accomplished, upcoming deliverables by team member for the next meeting. These “meeting notes” are to be turned at the end of the semester along with the remainder of your class deliverables. This is the basis for consultants allocating billable time to clients. This will be the format to facilitate your computer simulation competition.

Case Analysis - Butler: On the day cases are assigned, students are expected to have read and analyzed the assigned case before coming to class. Unless otherwise noted, students are expected to get together before class to work on these cases in their assigned team. The team will discuss the case prior to writing it for class discussion. Each team is to then write up their team analysis. Please provide insight, outside research / data, quantitative analysis and strategic commentary on the issues presented in the case as supplements or appendices. Please cite information in the case **and** external sources in order to defend your ideas. Do not go beyond the date the case was written in terms of external information. Bringing laptops to class with your analysis is perfectly acceptable as long as a hard copy document is also brought to class. The written summary you turn in is not to exceed two (2) pages. The appendices, calculations, assumptions, external data, and reference pages (with full citations) may be as long as necessary to defend your two page summary. In addition, students are expected to interact with the discussion of the case as it unfolds. Upon entering class, you should have the following in your summary:

1. A defensible problem statement of what the issues are / define major and minor problems
2. Established areas / items that need analyzing
(include a format, SWOT Analysis for example)
3. Conduct analysis of important areas (marketing runs on numbers, please do your best to establish an empirical rationale for your analysis). Use analogies where necessary and incorporate the quantitative tools in previous courses and the Custom Textbook links.
4. Formulate potential courses of action and rank order these (include the costs and benefits of whatever action you recommend)
5. Provide recommendations and implementation issues to consider.

Assessment of Case Analysis – On Campus Butler:

I will *randomly* assess written cases and homework. As with auditors coming into businesses, auditors do NOT announce when they are coming. They show up and analyze whatever data / processes are being worked on during arrival. If all is well, the business receives a clean bill of health. If not, the business is written up for non-compliance. I will assess *at least one case* for each team. However many times I assess the case / homework portion of your grade, this will be the total times for the semester. Some semesters it is more than others. Some students will end up with more assessments than others. At least one case will be graded for each team. Some teams may have all cases collected, others only one. Some companies tend to be audited more than others.

In order to keep all team members engaged per the required weekly team meetings, for each assigned case team members will note their level of contribution to the case analysis on the cover page of the case analysis. It is expected that each person will earn 100% participation for their contribution to the case analysis. Historically however, there are times when individuals do not believe they should or want to do the necessary work. This method alerts me to those students who are not able or willing to operate at a graduate level.

Welcome to Human Resources - Butler: If the team deems a member(s) as a freeloader, that team member will receive less than 100% participation on any team deliverable. Whatever the team decides will be the participation grade (the range is from 0 to 100%). This will also alert me to issues in the team and a team meeting with me may be called for. It will alert me to certain individuals who may need to be “fired” early enough in the semester to prevent them from hindering the team’s collective work. Should an individual be fired from the team, the fired individual will have to do all work on their own. The fired individual will be penalized. All work handed in from that point on will be conducted by that individual without the benefit of the team’s knowledge base. All work turned in as an individual without the benefit of team discussion and team work will receive a full grade reduction for whatever grade is assigned as a penalty for not being able work as a member of a team.

Oral Participation - Butler:

Students will be evaluated on their individual oral contribution to the class as well as their team’s written analysis. This will be done on a daily basis. Quality will be valued to a greater extent than quantity of discussion. There will not be enough time for everyone to delve into the details of the material given class size. It is important that you come prepared and ready to participate in the discussion stream. To do otherwise, and not have your ideas heard, is to jeopardize this portion of your final grade.

The Classroom Discussion Format - Butler: Butler will provide an initial starting point. You are then expected to take the lead as you would if you were briefing senior management and having to defend your ideas and answers. Only one person is to speak at a time. That person then will call on another person to discuss the issue. I expect you to have your hand ready to go up as the person speaking completes their thoughts. Think of this as your opportunity to allow senior management to know you exist. It will allow senior management to know that you are working hard and should be considered for advancement in the organization. Should you not be willing, or able, to provide “*valuable input*” into the briefing, management will consider you to be a less valuable member of the organization. Maybe a member that should be let go...your position outsourced to someone who can contribute to the organization.

You are welcome to use the overhead projector / power point / excel spreadsheetsto explain and highlight your thoughts and analysis (e.g., excel calculations, copies of industry statistics, external reference material). At times throughout the discussion Butler will interject ideas, concepts, or theories which relate to the situation at hand. There will be NO absolute right or absolute WRONG responses. Your *defense* of ideas with knowledge, empirical data, and outside resources provide the foundation for the degree of right or wrong responses to the issues at hand. (Think of yourselves as attorneys defending your client in a courtroom). Normally, a range of ideas are presented. As with a management briefing, you are expected to be able to defend your ideas, make concessions to others (organizational behavior class) given important other information, and be open to the views of others.

Simulation – Butler: Explained in class - on campus vs outreach team selection; Purchased online directly from Marketplace6. Approximate cost \$40. Before you can register you MUST know the team number you will be assigned to.

Exams - Butler

Students will have a take home exam. A list of questions will be provided in advance emphasizing where to spend most of your study time.

Student Evaluation	Percentages	Final Grade
Exam ^A	25%	90 + = A 80-89 = B
Cases ^B (2 total graded) & Homework Portfolio ^C	25%	70-79 = C
Simulation - Project ^D	50%	60-69 = D Below 60 = F
Total	100%	

^A Material on this exam will come from assigned lecture material, text and outside readings as noted in the syllabus.

^B A typed summary of each assigned case is due at the beginning of class on the day it is assigned. The summary portion is ***not to exceed*** two pages. You are free to include as many pages necessary for supporting evidence in appendices, spreadsheets, etc. Case responses will be ***collected randomly*** for grading. At least two cases will be graded for each team. Unless noted otherwise, cases are to be worked on and discussed in teams before they are written up. On campus students, as in business, you will be assigned teams. [Off campus distance students will solicit members to be on their team. If members are not found, Butler will assign by the end of the second week of the class]. I know this is not appreciated by many. However, when you are hired by a company, you do not get to select who you wish to work with. Please, make the best of the situation. It is only for one semester, not your career.

^C Portfolio homework for on campus students will be handed in on Tuesday, February 25, the Tuesday before departing on your international trip. All assignments will be placed in a folder, each assignment labeled and separated. This portfolio is to be an individual assignment. You are welcome to help each other when working on this assignment.

^D A market simulation project is required of all students. A marketing plan and a final report to the board of directors is included in this assignment.

Note: For all assignments, please make sure you have your name, student ID #, class name (BUSI 7210 or 7216 Video), Team number, and the title of the assignment included on the first page of your assignment. Please make sure the assignment is stapled together (not paper

clipped). If the assignment is a team assignment, please make sure *each* group members name, the team number, class name, and date is on the assignment. There will also be a percentage effort grade next to each name ranging from 0 to 100%. Assignments that do not meet these requirements will not be accepted and will be counted as incomplete.

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Outreach Students - Butler

Deliverables:

You are to complete each of these assignments as they occur. You are to keep them in a portfolio (notebook) until the end of the class. You are then to send in all required assignments, cases and homework together. They will not be taken piecemeal. Please send them to the Outreach Office to Ms. Susan Davis, 202 Ramsey Hall, Auburn University, Auburn, Al. 36849. She will then check them in and forward to my office. There is usually a two (2) day lag from the time the materials are received by Ms. Davis and then by me. Portfolios after this date will receive an “I” for incomplete.

Portfolios are due, in my hands, on Friday, *April 25* for grades to be turned by graduation day, May 3. If you are unable to get your portfolio in by this date, most likely I will not have time to grade your portfolio in order to get your grade to the registrar’s office. Consequently, you will have an incomplete (I) noted on your transcript. That is not an unusual occurrence for distance students. I will take your portfolio until May 16 with no grade penalty. After the due date it will take approximately one month to grade and return your portfolio back to you. There will be a minimum overall grade reduction of one grade letter (below your earned average), if portfolios are not turned in by *May 16*.

Case Analysis:

Distance students are to do their case analysis and homework as individuals. You are to analyze the two cases. One is required of all students (Starnes Brenner – The Foreign Corrupt Practices Act – International Culture). Then you may choose another of the remaining cases since you are working on the cases individually. However all outreach students **MUST** respond to the Starnes Brenner Case. You are to keep these cases together and send them in as part of the end of the class portfolio.

Homework:

A number of assignments will be provided that require the use of an on-line marketing tool noted as Portfolio homework. These assignments will help you integrate the readings and understanding of the material assigned. You are welcome to communicate with other students on these assignments. In fact, I highly encourage outreach students to find a partner or two to work with. Each homework assignment is to be included in the final portfolio as individual work.

Simulation - Outreach:

You will be participating in a computer simulation on line. You will have flexible due dates for your decision making, given time and distance issues. The due dates will correspond with the on-campus due dates. However, this is only a guideline. The simulation format which allows for flexible due dates requires you to compete against computer generated competitors, not other distance teams. However, your final standing among everyone in the class will determine your simulation grade. You are welcome to get ahead of the suggested class schedule if you prefer. These are target dates for simulation deliverables. There are no hard dates for completing each quarter of the simulation for each distance team except to finish by April 25. One team may be two weeks ahead. Another team may finish on April 25. However, the due dates for all class and simulations deliverables follow the April 25, May 16 format noted above.

Each team member will evaluate the work of others in the team regarding final simulation grades. I will explain this in class.

Butler Exams:

The exam for Butler's portion of the class will be sent by email to you. Your exam will be a take home exam. No proctors will be needed.

NOTE: Should you have trouble in this class, have personal or professional issues, please let me know as soon as possible. It may be tough to fill me in. I understand. However, I need to know before rather than later. I am flexible. You are in a distance program for a reason. However, you must communicate with me. My home number is 334-821-2840; office number is 334-844-2464. Otherwise penalties for late submission of work will result.

Tentative Schedule

Week	Topic	Deliverables <i>KP = Kerin & Peterson</i> <i>B= Best</i>
Week 1 Jan 9	Weather change	
Week 2 Jan14-16	Syllabus Overview of Marketing Management Marketing Arithmetic Contribution Analysis	Readings: Ch. 1 Foundations of Marketing Management p. p. 1-34. Class Discussion # 1 -- Ch. 15 "Marketing Myopia" by Theodore Levitt p. 323-342 Answer this question: Are Levitt's thoughts applicable in 2014 Why or why not? Support your position with data. Form Teams – assigned by Butler on campus; Outreach forms their own teams by Thursday January 23 Ch. 2 Financial Aspects of Marketing Management p. 35-54 <u>Portfolio Homework# 1 - Exercises 1, 2, 3, 4, 5, 6, 7, 8 – p.50-54</u>
Week 3 Jan 21-23	Marketing Arithmetic Contribution Analysis Continued A Marketing Oriented Company Customer Value and Satisfaction Marketing Metrics	Ch. 18 Customer Focus, Customer Performance p.403-436) <u>Portfolio Homework # 2 p. 433 (1.1, 1.2, 1.3, 1.4)</u> Ch. 17 Marketing Metrics and Marketing Profitability p. 363-402 <u>Portfolio Homework # 3 p.398 (2.1, 2.2)</u>
Week 4 Jan 28 -30	Market Potential, Market Demand, and Market Share	Ch. 19 Market Potential, Market Demand, and Market Share p. 437-470. Ch. 4 Opportunity Analysis, Segmentation, Target Marketing 67-80 Ch. 5 Product and Service Strategy 81-96 Class Discussion # 2 – Case Write up all answers, defend your position, Starnes Brenner Case Discussion – (Thursday, Jan 30)
Week 5 Feb 4 – 6	Issues in Consumer Behavior Consumer Intentions, Attitudes, Beliefs & Feelings	Ch. 14 Consumer Decision Making p. 281 - 322 Ch. 13 Consumer Attitude Formation p. 233- 280

Week 6 Feb 11-13		Customer Value Map	Ch. 20 The Customer Experience p. 471-510 <u>Portfolio Homework # 4, p. 300 (4.2, 4.3)</u> Class Discussion # 3 – Case Rosewood Hotels – conduct analysis, two page write up, ready to defend (Thursday), will be posted.
Week 7 Feb 18-20		Segmentation Issues Competitive / Attractiveness Models Integrated Marketing Communications	Ch. 21 Market Segmentation and Segmentation Strategies 511- 546 <u>Portfolio Homework # 5 p. 545-546 Segmentation (5.1, 5.2, 5.3)</u> Ch. 6 Integrated Marketing Communication Strategy, p.97-110 Class Discussion # 4 – Case – MedNet.com – conduct analysis, two page write up, ready to defend (Thursday), will be posted.
Week 8 Feb 25-27		Elements of A Product Strategy	Ch. 23 Product Positioning, Branding and Product Line Strategies p. 581-617 <u>Portfolio Homework # 6 Positioning (7.1)</u> <u>All homework Portfolios Due on Campus: Tuesday; Feb 25</u> <u>Exam Thursday – Feb 27</u>
Week 9 Mar 3-7		International trip for on-campus students	Outreach students...suggest you work on simulations during this time.
Week 10 Mar 11-13		Spring Break	
Week 11 Mar 18-20	Q1 Q2	Consumer Analysis New Product Design	Quarter 1 Simulation Due Tuesday March 18 (7 pm) Read: Chapter 4: Market Opportunity Analysis for New Products – Cadotte in <i>Marketplace6 Simulation</i> Read: Chapter 5: Understanding Customer Value – Gardial & Woodruff in <i>Marketplace6 simulation</i> . Quarter 2 Simulation Due Thursday March 20 (7 pm)
Week 12 Mar 25-27	Q3 Q4	Market Mix Design – Integrated Communication Strategy	Quarter 3 Simulation Due Tuesday March 25 (7pm) Read: (B) Value-Based Pricing and Pricing Strategies p. 413-450 Quarter 4 Simulation Due Friday March 28 (7pm)
Week 13 April 1-3		Market Performance Analysis Market Plan Development	Simulation –Written Marketing Plan & Presentation Due April Thursday April 3
Week 14 April 8-10	Q5 Q6	Strategy Formulation	Quarter 5 Simulation Due Tuesday April 8 Quarter 6 Simulation Due Friday April 11
Week 15 April 15-17	Q7	Strategy Formulation	Quarter 7 Simulation Due Tuesday April 15
Week 16 April 22-24	Q8	Strategy Formulation	Quarter 8 Simulation Due Friday April 18 Presentation – Board of Directors Friday April 25
**On campus portfolios of homework exercises are, due, in my hands Tuesday, February 25 before leaving for international trip. Outreach students, due dates above are targets dates for you. Your entire portfolio is due together with all assignments at the end of the semester.			

*** I reserve the right to alter and amend this schedule and syllabus based on the needs of the class with adequate notice.

Simulation Deliverables as of January 14, 2014

Quarter	Submission Dates (all 7 PM Central Time)	
Q1	Tues March 18	1 week
Q2	Friday March 21	
Q3	Tuesday 25	1 week
Q4	Friday March 28	
Present Marketing Plan	Thursday April 2	1 week
Q5	Tuesday April 8	1 week
Q6	Friday April 11	
Q7	Tuesday April 15	1 week
Q8	Friday April 18	
Present Final Results	Friday April 25	1 week

Reserved Lab Days BUSI 7210 9:30 to 10:45 Tuesday and Thursday
Tues March 18
Thursday March 20
Tuesday 25
Thursday March 27
Tuesday April 1
Thursday April 3
Tuesday April 8
Thursday April 10
Tuesday April 15
Thursday April 17
Tuesday April 22

BUSI 7210 / 7216 – Marketing and Consumer Theory - – Contract - Dr. Danny Butler

Due at the beginning of class Thursday January 16 (on campus hard copy)– Part of class homework grade

All components of this contract - either on campus or distance - must be initialed, agreed to, and handed in on time in order to receive homework credit. These are the contract components Dr. Butler will follow in terms of your grades and classroom policies).

Outreach students are to email to: butledd@auburn.edu
In subject line *Re: BUSI 7216 – Last Name, Contract*

Contract between Dr. Butler and _____(Last)_____ (First)_____ (Middle) _____ (Student Number)
(Print Full Name – does not need to be typed – and student number).

- ____ (initial) I have read the syllabus for BUSI 7210 / 7216 – Spring 2014. Circle appropriate section)
- ____ (initial) I understand this class is offered in the Harbert College of Business, a professional applied school with pedagogy that mirrors that of the global business environment.
- ____ (initial) I understand and will follow the specific requirements of class policies (i.e., correspondence with the professor, attendance, class etiquette, homework, participation in class, exam) Dr. Butler has noted in class and in writing. I further agree to follow procedures expected of a student as outlined in the *Student Policy eHandbook*.
- ____ (initial) I understand the grading breakdown to be used in this course.
- ____ (initial) I am to use the noted email and physical address provided on the syllabus when communicating with Dr. Butler. I will note “BUSI 7210” or “BUSI 7216 - last name” in the subject line of any email I send to him. I understand the only email address Dr. Butler will respond to is the official Auburn University email address assigned to me. Dr. Butler will not respond to emails not following this format. I know Dr. Butler’s home phone number, university phone number, and email address.
- ____ (initial) I understand that any written homework assignment to be turned in must be typed.
- ____ (initial) As an **on campus student**, the assignment must be stapled if more than one page. My full name as noted in the official registration for the class, class time, class section, assignment title, team number and due date will be noted in the top right hand corner of the first page of any assignment. Otherwise, Dr. Butler will not accept it. It will automatically earn a zero. No exceptions.
- ____ (initial) As a **distance student**, the assignment must be stapled if more than one page. I understand I will send in one FINAL portfolio with all assigned material at the end of the course. I will follow the process submitted to me by Dr. Butler.
- ____ (initial) As an **on campus student**, I understand Dr. Butler will be assigning me to a team.
- ____ (initial) As a **distance student**, I understand I have the opportunity to select my own team members up to three total. If I am unable to do that by Friday, January 24, Dr. Butler will assign me to a team.
- ____ (initial) I understand that if there is an emergency, I will follow the directives of the *Student Policy eHandbook*. I will further notify Dr. Butler in writing (email – butledd@auburn.edu) or via phone messaging as soon as possible (334-844-2464). Any officially excused assignment will be submitted on the day I return to class unless other arrangements are made in writing between me and Dr. Butler. I *must leave a written* copy of the official excuse with Dr. Butler at the beginning of class on the day I return. Otherwise, the absence will not be excused.
- ____ (initial) I understand that all homework has an official deadline. This is a professional school which follows business protocol for contracts with firm due dates. Partial credit will not be granted if deadlines or formats are not followed.

- ____ (initial) For homework items handed in during class, these are due at the beginning of class (within the first 10 minutes – after that time, the assignment is late and will not be accepted).
- ____ (initial) I understand a significant portion of my grade will come from my effectiveness in the marketing computer simulation. I understand this is a team effort. I understand there may be different grades for individual team members based on team feedback and overall final standings in the marketplace.
- ____ (initial) I understand the schedule of assignments and syllabus may change throughout the course of the semester given the needs of the class. Dr. Butler will make those changes known during class.
- ____ (initial) I understand the policy relating to appealing grades and grades that are posted on line. I have one week after the assignment is graded / posted to send Dr. Butler an appeal (via email) to that grade or posting of that grade. If I miss the deadline, no changes or appeals will be honored by Dr. Butler. I forfeit my right to appeal.
- ____ (initial) I understand that as a graduate student I will be held to a higher standard of work effort and productivity than that produced by undergraduates.
- ____ (initial) I understand and agree to the policies noted in the *Student Policy eHandbook* relating to academic dishonesty.
- ____ (initial) I understand I will be tested on the content of this syllabus.
- ____ (initial) I have made a copy of this contract for my records. I have not simply handed in the contract without reading it and without making a copy for my records with which I must comply. I have read and understand the above contract.
- ____ (initial) By taking this class I agree to follow all policies set forth in the syllabus, if I disagree with any of these policies I will take a different class.

End of Contract - Turn in pages 10 and 11 stapled for homework credit.

Appendix A

Team _____ Master Meeting Schedule Spring 2014

Team Leader _____, email address _____

Form to be sent in electronically for on campus, Thursday January 23.

Form to be sent by outreach by Sunday January 26

(copy all team members on the email to Butler)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am							
7am							
8am							
9am							
10am							
11am							
Noon							
1pm							
2 pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							
10pm							
11pm							
Midnight							

Process: Each person will "X" out those periods for class, work, religious, outside meeting obligations, etc. Superimpose your time sheet with that of everyone else on your team. There will be resulting blank spaces. Choose two of those spaces for team meetings. Ideally, you will want to meet at least a day before the Tuesday / Thursday class. This will allow individuals time to create responses for team case and simulation discussion. These meeting times become "concrete" such that members of the team for this class know when and where to meet twice a week without any further discussion needed. These meeting times are not to be changed unless everyone in the group agrees to a change.

Team Number _____		
Team Member	Phone Contact	Email Contact