



## East Texas A&M University

**MKT 521, 01W, Marketing Management and Analytics**  
COURSE SYLLABUS: Summer I 2026

**Modality: Online Asynchronous**

**Time and Location:** Online asynchronous classes do not have a specific class meeting time. Students are required to access course material via D2L and participate in course forums. Attending office hours is highly encouraged.

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### INSTRUCTOR INFORMATION

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**Instructor:** Dr. Atefeh Yazdanparast  
**Office Location:** McDowell Administration Building, Room BA327  
**Office Phone:** 903.886.5191  
**Office Hours:** By appointment via Zoom.  
Click [here](#) to access Zoom link (Meeting ID: 375 131 0620; Passcode: 123456)

**University Email Address:** [Atefeh.yazdanparast@etamu.edu](mailto:Atefeh.yazdanparast@etamu.edu)  
**Preferred Form of Communication:** Email (always put course number in the subject line)  
**Communication Response Time:** Within 24 hours (except for weekends and holidays)

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### COURSE INFORMATION

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#### Course Materials

1. **E-book:** *Marketing Management*, Greg Marshall and Mark Johnston, (2025), McGraw-Hill, ISBN10: 1266646809 | ISBN13: 9781266646805

Click [HERE](#) to view the multiple purchase/rent options for this book. Rental options are available from \$70.99 (for 180 days).

2. **Simulation:** You are required to purchase a Harvard Business Publishing (HBP) coursepack, which includes access to an online simulation (Marketplace Simulations: Strategic Marketing-Bikes) for the cost of \$40/per student. Click [HERE](#) to access and purchase the coursepack. You will either need to log in to your existing HBP student account or create a new HBP student account, then find the coursepack.

*The syllabus/schedule is subject to change.*

3. Lecture slides, external readings, and relevant videos are provided in D2L.

### Course Description

A comprehensive study of the effective application of marketing strategies in international and domestic organizations. It will help prepare students for an interconnected world through a focus on improved global competence.

### Student Learning Outcomes

By the end of the course, students will be able to:

- **Describe** marketing concepts and practices and their application in business.
- **Describe** the role of the marketing managers.
- **Explain** how marketing planning works.
- **Utilize** marketing research as the basis for making strategic product, pricing, promotion, and distribution decisions.
- **Explain** how products are designed, priced, promoted, and distributed.

### REQUIREMENTS

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#### Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L) and the use of Microsoft Office for assignments.

#### Instructional Methods

The course will use a combination of lecture PPTs, videos, and online discussions. All course materials are provided in D2L. Although the course is fully online (i.e., we do not have a specific class meeting time), it is robust and requires significant engagement. Students are expected to participate regularly in D2L each week across all activities (viewing, listening, reviewing, writing, discussing).

**Note:** This is a fast-paced course that runs from June 1<sup>st</sup> to July 2<sup>nd</sup>. Students are expected to dedicate ample time to completing the course requirements and reviewing the course materials. As such, time management, organization, and effective team communication are necessary to succeed.

**Note:** Each week, a section in D2L will provide access to everything you will need to be prepared for that week. Each week's section will be available from Monday at 6:00 AM (CST).

Each week's section follows a similar pattern, as outlined below:

- **Overview:** At the start of each week, click on the appropriate section and read the Weekly Introduction and Overview to get an idea of what will be covered and what will be required for that week.

*The syllabus/schedule is subject to change.*

- **Resources:** Each week’s section provides you with access to all materials that you need to read, watch, or review that week, such as chapter slides and video lectures for the week. Note that the book chapters are available via McGraw-Hill (click [HERE](#) to access the e-book).
- **Assignments:** All assignments and related information for each week are also provided in this section.

### Student Responsibilities/Tips for Success in the Course

Regularly logging into the course website is required. Students should check their emails frequently to receive notifications and updates on course processes. Although the professor will send reminder emails when an assignment is due, it is your responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

**IMPORTANT:** All graded components of the course must be completed by the due date. Late work will not be accepted and will be graded as zero.

**IMPORTANT:** When sending me an email, be sure to include the course title (MKT521) and section number in the subject line.

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## GRADING

### Grading Rights and Responsibilities:

Most assignments will be graded within 10 business days of the deadline. All written assignments must be turned in on time. **Late assignments will not be accepted.** In addition, **plagiarism will result in a grade of “F” for this course.** Students are expected to be familiar with what constitutes plagiarism. If you are uncertain, please ask!

Your final grade is your total points earned divided by the course’s total points. The following scale will be used to assign final grades:

Score	90-100	80-89.9	70-79.9	60-69.9	59 or Lower
Letter Grade	A	B	C	D	F

Grading will be based on your performance on the following evaluation instruments:

Assignment	Points	%
<b>1. Online Discussions (2 @ 10)</b>	20	20%
<b>2. Simulation (8 Quarters @ 5)</b>	40	40%
<b>3. Simulation Reflection Report</b>	38	38%
<b>4. Simulation Peer Evaluation Form</b>	2	2%
<b>Overall</b>	100	100%

## Assessments and Assignments:

- 1. Online Discussions (20 points):** Participation in discussions via D2L accounts for 20 points. Students must participate in a discussion forum every other week. The assigned reading for each week is available in the General Course Files, giving students ample time to prepare for the discussion. Each student must review the assigned readings and answer the discussion question(s) by Friday at 11:59 pm (CST), the week the discussion is due, and reply to classmates and continue the conversation by challenging their answers, asking more questions, or adding to their understanding by Sunday at 11:59 pm (EST) the week the discussion is due. In your comments/posts, respect each other and value diversity of opinions. Review the class Netiquette policy (posted on D2L) for more details. Avoid using GenAI to answer the discussion questions.

**Note:** Discussions will be graded based on a discussion rubric (available in General Course Files in D2L). Late discussion posts will not be graded. Discussion topics are listed below:

- **Week#1 Discussion:** Get to know each other discussion forum (no assigned reading)
- **Week#2 Discussion:** How Should Gen AI Fit into Your Marketing Strategy? (HBR, 2025)
- **Week#4 Discussion:** Traditional Marketing Doesn't Work on AI Shopping Agents (HBR, 2026)

**Note:** Week#1 Discussion will not be graded, but failure to participate in this discussion forum will result in a 20% penalty in your discussion grade.

- 2. Simulation (40 points):** The simulation is a team assignment. Students will work with their team members to complete the simulation. The Market Place: Strategic Marketing Bikes simulation exposes you to all aspects of modern marketing. It allows you to develop and execute a comprehensive marketing strategy, including brand design, pricing, ad copy, media placement, distribution, and sales force management. Throughout the simulation, you receive information on customer needs as well as feedback on customer satisfaction with brands, prices, and advertising. The simulation runs over 8 quarters, and student teams complete 2 quarters per week.

**Note:** It is important that you register for the online simulation on the first day of class to be able to work towards completing the first quarter of the simulation. Team numbers will be provided to students prior to the first day of class. Once registered, open the simulation, review the simulation information/instructions, and complete the quarters as a team (due dates are listed on the course schedule).

**Note:** Student teams can view their performance compared to others. Performance will be evaluated based on a cumulative balanced scorecard. Note that with the completion of all quarters, you will receive 40 points. However, the cumulative balanced scorecard will be used to provide bonus points to the top performers during quarters 5-8:

- Student teams with the rank of 1 in quarters 5-8 will receive 0.5 bonus points per quarter.

Upon successful completion of the last quarter, each team will also receive its overall ranking against its rivals (generated by the simulation). Teams that are ranked 1 or 2 against their rivals will also receive 2 bonus points.

**Note:** The contact information for simulation support is listed below. You can contact them with any questions (technical or non-technical) regarding the simulation tasks, understanding your results, or improving your performance.

- Phone: 865-522-1946
- Email: [support@ilsworld.com](mailto:support@ilsworld.com)
- Hours: Monday - Friday: 8:00 AM to 9:00 PM Eastern U.S. and Saturday & Sunday: 10:00 AM to 7:00 PM Eastern U.S. (Excluding Holidays)

- 3. Simulation Reflection Report (38 points):** All teams will be required to submit a brief written report at the conclusion of the simulation exercise. The written report should be between 1-2 pages long (double-spaced) and address the following:
1. What was the strategy behind the decisions you made throughout the simulation, and how were those decisions shaped as you progressed through the quarters?
  2. What are the two or three most important lessons your team is taking away from this simulation
  3. How did this experience change your assumptions about marketing management?
  4. Describe how the knowledge and skills that you acquired through simulation will influence your approach to decision-making in your professional career.

**Note:** Refer to Simulation Reflection Guidelines and Grading in General Course Files in D2L for more details.

- 4. Peer Evaluation (2 points):** At the end of the semester, students will be given the opportunity to evaluate the relative contributions of all their team members to completing the simulation quarters and writing the simulation reflection report, and the degree to which they:
- Influenced the decision process during the simulation period, and
  - Contributed to the team's overall performance (i.e., the value of their input)

When assigning simulation grades, I will take your simulation peer review assessments into account.

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## TECHNOLOGY REQUIREMENTS

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### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements

- LMS Requirements: <https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

- LMS Browser Support:  
[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)
- Zoom Video Conferencing Tool:  
[https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

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## ACCESS AND NAVIGATION

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You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all coursework in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

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## COMMUNICATION AND SUPPORT

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If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

### Interaction with Instructor Statement

**Email Response:** The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). On weekends and holidays, the response time may vary.

- When you send me an email, be sure to include the course title (MKT569) and section number in the subject line.
- Please use proper salutations (i.e., “Dear Dr. Y” or “Dear Dr. Yazdanparast”) and communicate professionally. Make sure you read the syllabus and check the emails/announcements. In most cases, your question is already addressed either in the syllabus or via D2L announcements. If your question is already answered in the syllabus, I will refer you to the syllabus.

**Note:** If you send an email through the Leo account, the course title and section number will be automatically shown there.

*The syllabus/schedule is subject to change.*

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

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### Course Specific Procedures/Policies

**Attendance Policy:** Regular class attendance is required to keep up with assigned readings, lectures, and assignments. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades.

**Assignment Policy:** All assignments will be graded within 10 business days of the due date. Some students might turn in the assignment earlier than the due date. I grade all assignments together unless you make specific requests.

**Deadline Policy:** Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional circumstances, a late assignment may be accepted with the professor's permission. However, under no circumstances will an assignment be accepted more than one week late.

**Time Zone Policy:** The default time zone is Central Standard Time (CST) for all assignments, exams, discussions, etc.

**Extra credit policy:** No extra credit will be available unless it is offered to the entire class. Don't attempt to ask for individual extra credit at the end of the semester to raise your grade. It is not fair to other students. A list of available extra credit/bonus point opportunities is provided at the end of the syllabus. If any other extra credit opportunities become available, they will be announced by email and/or D2L announcement in advance.

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### University Specific Procedures

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

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## **TAMUC Attendance**

For more information about the attendance policy, please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)  
<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

## **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty, see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)  
[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

## **Students with Disabilities- ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)  
Website: [Student Disability Services](#)  
<https://www.tamuc.edu/student-disability-services/>

## **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further,

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an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **A&M-Commerce Supports Students' Mental Health**

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

### **Mental Health and Well-Being**

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



<http://telusproduction.com/app/5108.html>

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## **AI use policy [Draft 2, May 25, 2023]**

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

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### **IMPORTANT DATES**

June 1	First day of class
July 2	Last day of class and finals

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### **THREE TIPS FOR SUCCESS IN THE NEW SEMESTER**

- Tip#1: Organization is key.
- Tip#2: Time management is essential.
- Tip#3: Remind yourself of why you're in school.

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### **DISCLAIMER**

The instructor reserves the right to make changes to any information contained in this syllabus at any time during the semester. Changes will be announced, and an updated version of the syllabus will be posted on D2L and/or distributed to students.

## COURSE OUTLINE / CALENDAR

This schedule is subject to change. Please review the course D2L for the most up-to-date information

Week (Dates)	Topics/Readings	Activities/Workshops and Assignments (Due Dates)
<b>1</b> (Jun.1- Jun.7)	<b>Syllabus &amp; Team Assignment Review</b> <b>Book Chapters:</b> <ul style="list-style-type: none"> <li>• Chapter 1: Marketing in today’s business milieu</li> <li>• Chapter 2: Marketing foundations</li> <li>• Chapter 3: Elements of marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Review the syllabus and get to know your team members</li> <li>• Contact Team members and set up team communication/meeting schedules for team assignments</li> <li>• Participate in Week#1 Discussion: Get to know each other (First post due on Friday; Reply to at least one post by Sunday at 11:59 PM)</li> <li>• Complete Simulation Quarter 1 and Quarter 2 by Sunday at 11:59 PM</li> </ul>
<b>2</b> (Jun.8- Jun.14)	<b>Week#2 Discussion Reading:</b> How Should Gen AI Fit into Your Marketing Strategy? (HBR, 2025) <b>Book Chapters:</b> <ul style="list-style-type: none"> <li>• Chapter 4: Market research essentials</li> <li>• Chapter 5: Marketing’s analytics side</li> <li>• Chapter 6: Understand consumer and business markets</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in Week#2 discussion: First post due on Friday; Reply to at least one post by Sunday at 11:59 PM</li> <li>• Complete Simulation Quarter 3 by Wednesday at 11:59 PM</li> <li>• Complete Simulation Quarter 4 by Sunday at 11:59 PM</li> </ul>
<b>3</b> (Jun.15- Jun.21)	<b>Book Chapters:</b> <ul style="list-style-type: none"> <li>• Chapter 7: Segmentation, target marketing, and positioning</li> <li>• Chapter 8: Product strategy and new product development</li> <li>• Chapter 9: Build the brand</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Simulation Quarter 5 by Wednesday at 11:59 PM</li> <li>• Complete Simulation Quarter 6 by Sunday at 11:59 PM</li> </ul>
<b>4</b> (Jun.22- Jun.28)	<b>Week#4 Discussion Reading:</b> Traditional Marketing Doesn’t Work on AI Shopping Agents (HBR, 2026) <b>Book Chapters:</b> <ul style="list-style-type: none"> <li>• Chapter 10: Services as the core offering</li> <li>• Chapter 11: Manage pricing decisions</li> <li>• Chapter 12: Manage marketing channels and supply chain</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in Week#4 discussion: First post due on Friday; Reply to at least one post by Sunday at 11:59 PM</li> <li>• Complete Simulation Quarter 7 by Wednesday at 11:59 PM</li> <li>• Complete Simulation Quarter 8 by Sunday at 11:59 PM</li> </ul>
<b>5</b> (Jun.29- Jul.2)	<b>Book Chapters:</b> <ul style="list-style-type: none"> <li>• Chapter 13: Promotion essentials: digital and social media marketing</li> <li>• Chapter 14: Promotion essentials: Legacy approaches and personal selling</li> </ul>	<ul style="list-style-type: none"> <li>• Submit team simulation reflection report by July 2 at 11:59 PM</li> <li>• Submit simulation peer evaluation form by July 2 at 11:59 pm</li> </ul>

*The syllabus/schedule is subject to change.*

## Course Assignment Summary

Assignment	Available from	Due Date	Points Dedicated
Week#1 Discussion	Beginning of week 1	End of week 1 ( <i>Note: Initial post is due by Friday</i> )	Mandatory
Simulation Quarter1	Beginning of week 1	End of week 1 (11:59 PM CST)	5
Simulation Quarter2	Beginning of week 1	End of week 1 (11:59 PM CST)	5
Week#2 Discussion	Beginning of week 2	End of week 2 ( <i>Note: Initial post is due by Friday</i> )	10
Simulation Quarter3	Beginning of week 2	Week 2 on Wednesday (11:59 PM CST)	5
Simulation Quarter4	Beginning of week 2	End of Week 2 (11:59 PM CST)	5
Simulation Quarter5	Beginning of week 3	Week 3 on Wednesday (11:59 PM CST)	5
Simulation Quarter6	Beginning of week 3	End of Week 3 (11:59 PM CST)	5
Week#4 Discussion	Beginning of week 4	End of week 4 ( <i>Note: Initial post is due by Friday</i> )	10
Simulation Quarter7	Beginning of week 4	Week 4 on Wednesday (11:59 PM CST)	5
Simulation Quarter8	Beginning of week 4	End of Week 4 (11:59 PM CST)	5
Simulation Reflection Report	Beginning of week 5	July 2 (11:59 PM CST)	38
Simulation Peer Evaluation	Beginning of week 5	July 2 (11:59 PM CST)	2

**Note:** No late submission will be accepted (i.e., late submissions receive zero).

### Extra Credit/Bonus Point Opportunity Summary

Assignment	Details	Max Bonus Points
Simulation quarter cumulative balanced scorecard ranking	Team ranked#1 in Quarters 5, 6, 7, and 8	0.5 point per quarter
Final simulation rank against competitors	Teams ranked top 2 against their computer rivals in quarter 8	2 points

**Have a Great Semester!**

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## PEER Evaluation Form: Simulation Decisions and Reflection Evaluation

Marketing Management and Analytics

Group: \_\_\_\_\_

On the lines below, please list all members of your group, **including yourself**. Then, in the first column of adjacent spaces, allocate 100 pts. among the group members according to the relative amount of **work** that each performed over the course of the semester on your decisions. For example, if there were four students in your team, and you perceive that each contributed equally toward the decisions (in terms of amount), then you would assign each team member 25 pts. If there were five students in your team, and you perceive that each contributed equally toward the decisions (in terms of amount), then you would assign each team member 20 points, etc.

In the second column of adjacent spaces, allocate 100 pts. among the team members according to the relative *value* of each member's contribution in terms of the daily decisions and overall marketing strategy. For example, if there were four students in your team, and you perceive that each member's contribution was equally **valuable**, then you would assign each group member 25 pts. If there were five students in your team, and you perceive that each student's contribution was equally **valuable**, then you would assign each team member 20 points, etc.

	<u>Pts.(Amount)</u>	<u>Pts. (Value)</u>
1. _____ (your name)	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
	100 pts.	100 pts.

Comments:

Note: Please answer these questions carefully and thoughtfully. Overall team grades may be adjusted up or down on an individual basis based on your responses.