

Final Product Log

	Date	Hours	Description of Work Completed
	2/12/2018	0.5	I called the Frisco Public Library and noted the procedure of hosting a seminar.
	2/12/18	0.5	I noted the contact information of Collider, the Brand Consulting Company, that can help me with my research. I also reviewed the powerpoints and notes that I had taken from the Brand Conference to note some preliminary ideas.
	2/14/2018	1	I found online resources such as the American Marketing Association Journal and American and Psychology and Marketing that can help guide my research. I have made a document noting all the resources that I can use.
	2/16/2018	2	I wrote and finished my Final Product Proposal and added more modifications to it.
	2/26/2018	1	I found a source about Consumer Mindset on the Gale Database and annotated it.
	3/5/2018	3	I read an article about Binary Survey Questions and this helped me gain more knowledge in creating unbiased survey questions
	3/10/2018	3	I read two articles about Pre-Choice Bias and the Inner Language of the Subconscious.
	3/13/2018	1	I did some research about Dr. Kaufman, a renowned market psychologist, but I couldn't find any contact information. I read excerpts of his book on Market Psychology.
	3/18/2018	0.5	I emailed Collider, a marketing consulting firm based in California, that presented at the International Brand Conference that I attended.
	3/20/2018	1.5	I spent my time organizing all the information I have from the different articles and creating a list/ outline of what I have learned so far and how I could organize my results.
	3/22/2018	2	I called Ms. Borda to thank her for agreeing to help me on my project, and she gave me advice on my idea. She told me that hosting a seminar, especially at the library, where I will just be talking would take a lot of work to get people to come to. She said that instead, I should design a presentation overf my research and present it to the Pizza Hut International Marketing team because my information would be relevant to the audience.
	3/23/2018	2	I wrote my final product propsoal to evaluate where I am with all of the work that I have done so far.
	4/3/2018	2	I made the drawings for my survey.
	4/15/18	1	I created the survey for my final product
	4/16/18	2	I spent time advertising my survey and asked people to fill it out via text messages, social media, and class reminders.
	5/2/18	2	Started writing the introduction of my paper
	5/10/18	3	analyzed the results of the survey and found data to compare my results to
	5/15/18	2	I wrote the background information portion of my paper
	5/16/18	2	I wrote more of my survey paper.
	5/19/18	5	I finished writing my survey paper

	5/20/18	5	I made my presentation and practiced it 3 times
	5/21/18	1	I presented my research to the Pizza Hut Marketing Team
	5/22/18	2	I wrote my presentation reflection.
	TOTAL	45	