**University of San Francisco**

**School of Management**

**Department of Marketing Meeting**

**Meeting Summary**

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| Date: | 10.7.2018 | Start  Time: | 10:00am | End Time: | 12:00pm | Location: | MH 405 |

**Who was there** *(Indicate attendees and who chaired the meeting.)*

Chair: Nick Imparato

Attendees: John O’Meara, Sonja Poole, Mohan, Jonathan Barsky, and Anthony Patino

**Topic of Meeting** *(Attach a copy of the agenda if possible.)*

MKG Department meeting on Teaching assignments for Fall 2019 and Intersession, advising allocations and assignments, SOM Committee assignments, roll out tasks for MMI program, AOL updates and Marketing Minor/UPC updates. (see agenda attached)

**Decisions Made and Policies Approved** *(Provide a clear statement of decisions and policies. If a vote was taken, indicate the vote count.)*

**Teaching assignments for Fall 2019 and Intersession**: Chair and attendees decided who will be conducting classes for Fall 2019 and what classes would be available for students to take. Will be taking out Multicultural Marketing for Retail. The 4 electives for Fall 2019 will be Retail, Pricing, Brand and Digital. The 4 electives for Spring 2020 will be Analytic, IMC, Service and Social Change. More than one section of electives may not be as effective as it was in the past and department is considering to keep to one section per elective per semester.

**AOL Updates**: O’Meara: For the BSBA program, looking into results of the assessment of the program and will call a meeting in January to go over results with the rest of the department. For EMBA, in assessing the program, the committee envisions a redesign of the program and will report back in Jan-Feb.

**FDC**: Barsky will be interim lead while Villareal is on sabbatical. Barsky will be observing what transpires and looking at policy. This is an assignment for Spring.

**Roll out tasks for MMI program**: Only 30 units. Have marketing management as one of the Fall courses and everyone in the cohort would have to take that course. Department considered having Consumer Behaviors as a co-requisite instead of a pre-requisite under the presumption that no students have experience in marketing when entering the program (will need to submit a change to the GPC to change requisite). Standing questions – When do people apply or join the program? How does MBA work in conjunction with this program? Imparato and Patino will follow up on this.

**Marketing Minor**: Informed by Peggy that creating a minor will be a yearlong process to create and will be able to start Fall 2020 at the earliest. There is a possibility that the minor will be open to non-Business majors interested in marketing alongside their major. Have support from the department chair for advertising in the arts and sciences in having their students informed of taking advantage of the minor. See this as an opportunity across the university for students interested in marketing. Standing Questions – What would be the 20 units needed to make the minor? How will pre-requisites work for the minor and how do we not work in isolation when determining this? If MMI is launching in 2019, who will teach the courses of both the new masters and the upcoming minor?

Poole and Mohan have decided to co-lead this initiative and will later make a space for anyone that is interested to join in on the project.

**UPC Updates**: UPC changing ‘service learning’ to ‘community engaged learning’ campus-wide. The criteria on the new requirement will be sent out to the department. Some representatives of the meeting suggested that the department could benefit from adding this requirement to their courses. If the department wanted to consider classes for the requirement, they would need to do so before the end of January to see if the course qualifies. Cannot have a class with the new requirement in Spring 2019.

**Announcements**: Be wary of course cancellations for Spring. Department thinking of combining courses to keep them for this upcoming Spring. Since IMC is low, department will need to reach out and inform the students enrolled that the class is cancelled/will be changed to one class. Nick will speak with Peggy to follow up on this.

Masters in Marketing went exceptionally well. 150+ attended and were impressed. Had three times the amount of people while streaming the event. This is considered a BIG WIN for the department and to continue to push an outward reach.

Cheating in the Classroom: Department decided that any decisions on how to a professor needs to deal with cheating should be taken to the FGC and not decided by just the department. This discussion will be tabled for next year to have a time to share with the department individuals’ best practices on how to deal with cheating in the classroom.

**Action Items to be addressed after the meeting** *(State the action item; indicate the name of the person responsible for it, and the date it is to be completed.)*

**Imparato (Chair)**: Follow up on course cancellations. Course schedule changes for the Fall 2019.

**Imparato (Chair) and Patino**: Will follow up on MMI updates in terms of changing Consumer Behaviors (CB) to a co-requisite by submitting to the GPC.

**O’Meara**: Will report back to department on EMBA redesign and BSBA assessment in Jan-Feb.

**Barsky**: Filling in as Interim for FDC while Villareal is on sabbatical in Spring.

**Poole & Mohan**: Co-leading Marketing Minor initiative and will create a meeting and invite for those that are interested in joining the initiative.

**Mohan**: Will send new requirement qualifications to department from UPC. Will be switching courses with Langan since Langan will be out in Spring and Mohan will be out for the Fall in terms of class coverage.