

## DEPARTMENT OF MARKETING

### Summary of Department Meeting

October 22, 2018

Present: Jonathan Barsky, Nicholas Imparato (chair), Ryan Langan, John O'Meara (via Zoom), Bhavya Mohan, Ricardo Villarreal (via Zoom), Sonja Poole, Tony Patino.

### Announcements

The Masters in Marketing program earned kudos, with commendations from the president and various administrators, business leaders and alumni. John O'Meara was recognized for taking charge of key facets of the program and "learning his way in" to the award process. Chris Bruzzo, cmo at Electronic Arts, is in discussion with Nick regarding internship programs and other student related opportunities.

Nick also announced that students completed USF's project with Cisco and its marketing organization (Harvard was the only other school invited to participate in these initial student driven projects established by the marketing organization). Although marketing faculty took the content lead, especially Ryan Langan, engagement through the Malloy Group assured a multi-disciplinary approach to the project, an approach welcomed by Cisco, and designed specifically that way by Tom Maier, coordinator of the Malloy Group, and Nick. A select group of students and Ryan will enjoy a follow up meeting on the Cisco campus with senior executives and members of the C suite. Nick commended Ryan several times for his work on the project.

### Advise-a-Thon

Various assignments were coordinated to assure coverage and equitable participation by all full time faculty who were not otherwise committed to other university related obligations or who had already made time contributions in other student service events or both.

### FDC

Ricardo was commended for his role in the FDC. During discussion, he noted that all money granted must be spent on the exact things they were granted for; no transfers are possible and unused parts of funds cannot be used to supplement other projects.

Ryan Langan commented that he is in favor of greater transparency concerning the distribution of the funds and recommended that the committee disclose the range and average for rewards for assistant, associate and full professor ranks.

## **FGC**

Ricardo reported that there is a lot of controversy around how a recent survey was framed and released; there is no possibility of looking at details; data has been destroyed.

## **AoL Progress Report**

John O'Meara reported that all aspects of the program were on track. The AoL assessment for the BSM program had been completed and the report was currently being drafted (Nick).

## **GPC Update**

Ryan Langan reported that the committee has not yet formally met. The new title for the Master class as Masters in Marketing Intelligence (approved at the last department meeting) was approved by GPC in an email vote, however, and will go into effect fall 2019.

## **MMI Update**

Ryan Langan and Tony Patino reported. There is not enough faculty to cover the new program reported Tony. He will be meeting with Nick to determine a recommendation to the Dean for a program director. Tony Patino and Nick noted that everyone, all full time marketing faculty, will have to work on the program. Meanwhile, Tony said he will call a meeting with Nick, a few faculty and perhaps some staff to do program refinements and launch planning, per Liz's and Provost current guidelines/priorities.

## **UPC Update**

Bhavya Mohan reported that two special topics classes will be converting to regular classes having been run as special topic classes twice now: Digital Marketing and Services Marketing. A vote was taken, all present were in favor (though the decision to submit these courses as permanent electives had originally been made October, 2017).

## **Other/ New Business**

During a discussion of the BAIS minor, Sonja Poole posed the question of whether there should be a marketing minor offered at USF. One issue concerned whether it would be open to all University students or only to SOM. Nicholas Imperato called on the faculty to do research on the question for the next meeting (with consideration for the number of required units, format and content), when this topic will be a lead item.

