**University of San Francisco**

**School of Management**

**Department of *Marketing* / *Department* Meeting**

**Meeting Summary**

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| Date: | 2.4.19 | Start  Time: | 11:45am | End Time: | 12:45pm | Location: | In Zoom |

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

**Nick Imparato (department chair), John O’Meara, Sonja Poole, Bhavya Mohan, Ryan Langan, Jonathan Barsky**

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

* Masters in Marketing Intelligence (MMI) name change to Masters in Science Marketing Intelligence (MSMI)
* Course Approvals for MSMI program
* IB group & Multicultural course
* Jonathan/Sweta Course and Change in Criteria
* Board of Advisors
* AOL
* Visiting Executive Scholars
* Advisory Board for MSMI

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

**MMI to MSMI (Master of Science in Marketing Intelligence)**

* Basic idea: A change in program title, will add gravitas and will be consistent with STEM affiliation
* Program will continue to balance analytics and insights
* **Unanimous vote to approve name change from MMI to MSMI**

**Course Approvals for MSMI program**

* **Foundations Course**
  + Aides those who do not necessarily have a strong marketing background and strengthens motivation of those who have worked in or studied marketing
  + Avoids need for summer pre-requisite; overview that assures students are prepared for the program
  + Introduces students to new technologies, cutting edge to reinforce excitement
  + **Unanimous vote/ approval of Steve Kraus’s syllabus for Foundations In Marketing Intelligence**
* **Digital Marketing Course**
  + **Unanimous vote/ approval of Ryan Langan’s syllabus for Digital Marketing**
  + **Strong support for content, particularly Google analytics, and the flexibility of the course design**
  + **Ryan and John will discuss additional ways to coordinate the department’s treatment of the digital domain across various courses**
* **Analytics II Course**
  + Bhavya Mohan will prepare two syllabi, based on previous course designs for analytics: Marketing Analytics I and Marketing Analytics II
* **Ethics Course**
  + Sonja Poole predicted that she will not be able to teach the course in summer, 2020 and has been unable, as a result of her duties as union president, to give the syllabus the attention it deserves
  + Faculty strongly voiced support for continuing with an ethics course and having Karl Boedecker, recently retired law, marketing and ethics and policy faculty, design the course and syllabus, as Imparato had suggested. This option was chosen in place of substituting the course with an already approved marketing strategy course.
  + Imparato said that Karl would have the first option/choice to teach the course in summer 2020, its first time on the schedule, if he wanted
  + Although no formal vote was taken, there was unanimous agreement that this was the best resolution to the circumstances

**IB group & Multicultural course**

* IB group asked Nick if the Multicultural Marketing course could be used as an elective for their program, although that decision was not a responsibility of the marketing department
* Poole thought it should be permitted and other members stated it would be advantageous for IB students to have another opportunity to broaden their thinking about diverse markets
* **Although no formal vote was taken, there was unanimous agreement to support the IB request**

**Jonathan/Sweta Pricing Course as a permanent elective**

* Bhavya provided an update regarding criteria for new electives
* Bhavya found the process to change in current requirements straight-forward and **recommends that the needed request/application form be submitted either during the semester or immediately after. The approval process takes less than a few weeks**

**Board of Advisors**

* Imparato asked for suggestions for candidates for the Board of Advisors
* **He indicated a desire to have a candidate that is especially knowledgeable about big data, emerging A.I., machine learning, programmatic advertising, etc.**
* O’Meara suggestion: Prospective candidate at Wave Length and will ask agency acquaintances to see about other connections in big companies
* Langan suggestion: Ask current board members

**AOL John** O’Meara led this discussion:

* + Smaller working group on assessment
  + The most recent meeting yielded a good discussion with thoughts and recommendations
  + **Will bring updates to next department meeting and will be on the agenda**
  + **Will have write up completed by mid-March**
  + BSM – Nick completed the assessment and written report in the Fall, per John’s request, and that data will be included in the final report prepared in March

**“Visiting Executive Scholars “**

* Nick asked if there were recommendations for a visiting scholar or executive like position
* Candidates might have expressed interest in university involvement
* Nick will distribute criteria and position descriptions before the next department meeting

**Advisory Board for MSMI**

* Eventually might want to have a dedicated board in time as the program grows and improves
* Members discussed augmenting the current Marketing board and engaging with the board members for support for a whole array of department initiatives

**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.)*

* By the end of the week O’Meara has to upload course descriptions to Banner
* O’Meara asked if everyone is ok with him editing the descriptions provided or if members would like to edit themselves – **everyone motioned to allow O’Meara provide small edits to fit the character number restrictions on Banner. No reservations were expressed**.