**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 1-24-14 | StartTime: | 9:00 AM | End Time: | 10:15 AM | Location: | MH 405 |

**Attendees:**Shenzhao Fu, Stanley Kwong, Leslie Goldgehn, Sonja Poole, Sweta Thota, Tony Patino, John O’Meara, John Durham, Valerie Gonzalez

**Absent:** Nicholas Imparato, Jonathan Barsky

1. **Chair’s Report (Tony)**
2. March 5 Event
* Masters of Marketing event- Victor Nichols from Experien
* The event will start at 5:00 PM at the 101 Howard campus, currently in a room that holds 50
* Concern about overflow, Valerie will look into reserving another room
1. Scheduling of Meetings
* 9:00 AM seems to the time that works for everyone
* Meetings will be moved from Wednesday’s to Friday’s- easier commute, Valerie will send out an e-invite
1. Super Bowl Event
* Wednesday 2/5- plan to have a discussion panel on the Super Bowl ads
* This event will be held at 101 Howard campus
* Undergrads and Grad students are invited
* Survey will be released for students to rate the ads
* This survey will then compare USF with National rankings
* Planning should start for next Super Bowl event
1. Summer 2014 Classes
* There will be 6 BSM sections this summer
* MKG faculty members will send Tony an email if they are interested in teaching
* Tony will have to staff these courses asap

E. Fall 2014 Classes

* The department will work on creating the Fall schedule at the February department meeting
* Tony will ask to cap classes at 30 so that class sizes are distributed equally
* The department agree that classes should be capped until they are all filled
* Issue of low number of enrollments:
	+ - Students are saying that there is inconsistency in electives
		- A strategic plan should be set in place to turn this trend around
		- Get students involved with creating this strategy
		- Tony will ask Richard for a trend of the last 5 years and send to the department
1. Research Spa
* Tony will be hosting the first research spa event on 1/31. Faculty will present their research- very informal
* First session: Liang Wang, Steve Alter and Tatiana Fedyk
1. AOL
* Department needs to monitor the suggestions that are being implemented, at every meeting
* Curricular course improvement

G. Student Clubs

* Graduate club: There are three new officers and they have asked to set up a meeting with MKG faculty to discuss different careers in marketing
* John will establish a date and send to the department
* Undergraduate club: There are currently no officers in this club.
* AMA club should be promoted at the SOM Freshman orientation
1. **Standing Agenda Items (Reports & Discussion)**
	1. GPC (Tony)
* John Veitch wants to look at the MBA booklet
* Too many electives
	1. Current Research (All)
* Sonja- published in The Journal of Marketing for Higher Education
1. **Old Business**
	1. 302 surveys
* Surveys are sent via a link, week before Spring break
1. **Announcements**
* Sonja and Ricardo will be teaching in Mexico for a week in February
* SF AMA Multicultural Marketing conference- well attended and many people want to come to speak/teach at USF