**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Date: | 1-24-14 | Start  Time: | 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