**University of San Francisco**

**School of Management**

**Office of Finance and Administration**

**Meeting Summary**

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| Date: | 10-11-13 | StartTime: | 12:00 PM | End Time: | 3:00 PM | Location: | MH 405  |

**Attendees:**Karl Boedecker, Nick Imparato, Michael Becker, Leslie Goldgehn, Jonathan Barsky, Sweta Thota, Tony Patino, Lydie Pierre-Louis, John O’Meara, Ricardo Villarreal

**Absent:** Sonja Poole (Excused), Stanley Kwong (Excused)

**Adjunts:**Stephan Sorger, Dave Griffis, John Durham, Mohammed Nadeem, Steve Fischera

**Announcements:**

1. Last meeting as the Marketing and Law department

**Calendar Items:**

1. Saturday, Nov 2nd - Reform Chinese capital system in Mclaren (more info to come)- Stanley
2. Thursday Nov 14th - Howe Ronnie Dinner- Scholarship will be given to USF

**Staff Issues**

* Dean's Search Committee updates
	+ At the meeting, there were different point of views and favorites, but it was discussed in a great tone and as a team
	+ Provost will make the final decision
* Publications, citations and quoted remarks
	+ Tony, Sonja, Nick and Jonathan have one publication
	+ Stanley has been quoted in papers and journals
* CEO/Experian – MKG speaker series
	+ Nick would like to bring CEO of Experian this semester
	+ Speakers will alternate between the main campus and downtown campus
	+ Charge for subcommittee to work with John Durham on development and to discuss logistics of the speaker series (venue, audience, number of attendees, etc.)
		- Ideas: Ted Talks, marketing festival, giving an award
	+ Nick will take this to Mike Webber and request administrative support
* Jonathan Barsky – Services Marketing and Customer Satisfaction
	+ Customer service surveys are distributed to guests (hotels and casinos) before they leave
	+ If anyone is interested, Jonathan would love for the faculty to use the survey to collect data
	+ Jonathan will send the link to the department
* Cultural impacts on teaching marketing
	+ International students cause challenges for instructors, in the classroom
	+ Leslie is working on a questionnaire to administer to international students
		- Goal: to be able to provide the best possible educational experiences for them
* Promoting Marketing program
	+ Tony’s idea is to do a breakdown of the Super Bowl ads
	+ Have some sort of panel and get the press involved
	+ Would like to create an app for the students to rate the ads
	+ Nick would like to give an award
	+ John Durham will help with the advertisement
* Outstanding Items:
	+ Future of distribution course
	+ Potential Strategy class
	+ Potential break up of global marketing class
	+ Leslie adding a design course based on her work at Stanford
	+ Entertainment Marketing – Tony
	+ Executive MBA’s want a Strategy course – Tony
	+ Next meeting- Greg Pabst is invited
	+ AOL update – Sonja Poole
	+ Student clubs and events – John O’Meara