**University of San Francisco**

**School of Management**

**Office of Finance and Administration**

**Meeting Summary**

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| Date: | 10-11-13 | Start  Time: | 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