**School of Management**

**Marketing Department Retreat**

**Meeting Summary**

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| Date | 10-25-14 | Start  Time: | 10:00 AM | End Time: | 4:00 PM | Location: | MH 230 |

**Attendees:**Nicholas Imparato, Shenzhao Fu, Jonathan Barsky, Sonja Poole, Sweta Thota, Tony Patino, John O’Meara, Ricardo Villarreal, Leslie Goldgehn, Valerie Gonzalez

1. **BSBA**
2. **UG Curriculum**
3. The number of the Brand Strategy course in the BSBA program is BUS 462.  It sometimes appears as BUS 364. The course should be listed as BUS 462 in all documents.
4. The Marketing Analytics course, taught as a Special Topic course several times, needs a 400 level course number. It has a prerequisite – Marketing Research (which has its own pre-reqs).
5. Entertainment Marketing appears on some documents and sometimes it doesn’t.  The number of the course is BUS 366.  It should appear in all curriculum listings.
6. The title of the BUS 365 course is now Pricing, not Behavioral Pricing.
7. The title of the Marketing and Society course (BUS 367) has a new name that more accurately reflects what the course is about.  The title is now “Marketing for Social Change”
8. The Global Distribution course (BUS 368) is deleted from the curriculum.
9. **BUS 204 prerequisite for Advertising students and Business Minors**
   1. The BUS 204 pre-req for BUS 302/492 needs to be enforced. Students in the A&S Advertising program or pursing a minor in business will need to take the same pre-requisites as students in SOM. The pre-req, in short, is attached to the course, not whatever program in which the student is enrolled. Waivers will not be granted except in the most unusual circumstances, akin to that which might apply to SOM students
10. **BSBA Pre-requisites**
    1. BUS 302 Marketing Principles-BUS 204 is the pre-req
    2. BUS 462 Brand Strategy- Either BUS 360 (Marketing Research) or BUS 363 (Consumer Behavior) are the pre-reqs
    3. BUS 464 Marketing Strategy BUS 360 (Marketing Research) is the pre-req
11. **BSBA Road Map** 
    1. **Fall:** Marketing Research, IMC, Pricing, Consumer Behavior, International Marketing, Brand Strategy, Marketing Strategy, Entertainment Marketing
    2. **Spring:** Marketing research, IMC, Consumer Behavior, Marketing for Social Change, International Marketing, Marketing Analytics, Service Marketing, Marketing Strategy, Multicultural Marketing
12. **MBA**
13. **MBA Curriculum**
14. Six courses are deleted from the MBA curriculum. These are:

* MBA 6309  Multicultural Marketing
* MBA 6317  Product Management
* MBA 6314  Global Distribution
* MBA 6320  Behavioral Pricing
* MBA 6372  Marketing for Non-Profits
* MBA 6398  Marketing Strategy to China

1. The Marketing Strategy course needs a permanent number.
2. The Behavioral Pricing (MBA 6315) course has a new name:  Pricing.
3. The MBA 6323 and MBA 6322 marketing analytics courses have had the title/descriptions revised.  The changes are recorded in the new catalog descriptions.
4. The MBA 6106 core marketing course is the only pre-req for any marketing elective.
5. We will use the MBA 6399 Special Topics designation at least one more semester for a Services Marketing course (it is scheduled that way for Spring 2015).  It is also our intention to use that number for other course titles, namely those that are subject to periodic student interest/demand and faculty availability.
6. **MBA Concentration**
7. The concentration requirements at the MBA level consists of the core MBA 6106 marketing course plus any four electives
8. **MBA Road Map**
9. The road map offerings for the MBA program will now be:

* Fall 1- Consumer Behavior, Marketing Research
* Fall 2- International Marketing, Marketing Analytics 1
* Spring 1- Marketing Analytics 2, Integrated Marketing Communications
* Spring 2- Marketing Strategy, Brand Strategy

1. **EMBA**
2. The EMBA Marketing Principles course has a new title, it is “Strategic Marketing Management”
3. **Workload Distribution**

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| **Date** | **Event** | **Time** | **Volunteer** |
| 10-Jan-15 | BSM Orientation | 2pm-4pm | Shenzhao, Nick |
| 23-Jan-15 | BSBA Orientation | 2pm-4:30pm | Tony, Leslie |
| 7-Apr-15 | McLaren FARE | 10am-1pm | John, Shenzhao, |
| 8-Apr-15 | McLaren FARE | 10am-1pm | Jonathan, Ricardo, Tony, Sweta |
| 30-Apr-15 | Student Leadership Celebration | 11:30am-12:45pm | John, Sweta |
| 14-May-15 | Senior Celebration | 11:30am-1pm | Sweta, Tony, Leslie, Ricardo |
| 15-May-15 | BSM Graduation | 6:30pm-9:30pm | Tony, Nick |

1. **New Hire, Adjuncts, Terms, Tenure Applicants**
   1. Nick would like for the department to work with one another to help with faculty promotions.
   2. Full Professors have offered to help review and give feedback on MKG Professors’ tenure packets (Sonja, Tony)
   3. Pricing offered in Fall 2016- so Tony can have a break to complete his packet for promotion
   4. Adjuncts- Nick states that the department is in need of more adjuncts
   5. The department needs a pool of people that they can utilize
   6. Department needs 3 adjuncts before they can add EMBA, BSM, MGEM
   7. There is the possibility of teaching huge sections, 80-100 students, because of the lack of adjuncts.
   8. Tony thinks they should wait until the new SA/AQ PQ definitions come out to assign adjuncts, need to make sure that these adjuncts fit in one of those 4 realms
   9. Mohammed Nadeem is a great adjunct, Nick or Tony will reach out to him