**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 11-14-14 | Start  Time: | 3:30 PM | End Time: | 5:00 PM | Location: | MH 405 |

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

AOL

* The final plan was submitted to Jason, annual report for last academic year was submitted October 1st.
* Sonja did research on commercial exams and found that there are no exams out there that focus just on Marketing
* She is not sure if the department would have the funding every semester so she thinks that the department should create their own exam
* Sonja proposes that the MKG faculty submit questions and create a test bank. These questions will be based on the learning outcomes outlined in the curriculum map. Whoever is assigned to that course will compose 50 questions each.
* All of the questions must be at the “comprehensive level”
* Sweta is concerned that students might score lower on a comprehensive exam rather than being assessed in the individual courses
* Ricardo thinks that they should use the same test every year, but make multiple versions of it
* The data collected from the survey is used to give the department feedback on how their students are performing
* Students should not have to prepare for this exam, they are basic concepts that Marketing majors should know
* This will determine how much the Marketing students know when they leave the program
* Learning Outcome assignments:
  + LO1- John and Leslie
  + LO2- John and Leslie
  + LO3- Sweta and Ricardo
  + LO4- Sweta
  + LO5 and LO6- Shenzhao and Tony