**University of San Francisco**

**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 11-08-13 | Start  Time: | 12:00 PM | End Time: | 2:15 PM | Location: | FR 110 |

**Attendees (in-person):**Shenzhao Fu, Stanley Kwong, Nick Imparato, Leslie Goldgehn, John Barsky, Sonja Poole, Tony Patino, John O’Meara

**Attendees (telephone):** Sweta Thota, Ricardo Villarreal

**Adjuncts:** Stephan Sorger, Greg Pabst,

**Announcements:**

1. Welcome Stephan Sorger and Greg Pabst

**Calendar Items:**

1. February 25, 2014- Guest Speaker CEO of Experien

**Staff Issues**

1. Approval/Discussion of MBA Offerings and Revisions ahead of GPC December meeting
   * 2 unit electives
   * 4 unit core classes
   * Creating this schedule might help the department’s numbers grow
   * Promoting this will be half the battle, numbers are low because of availability and sticking to this schedule will increase the numbers
2. Marketing Department Outreach Program
   * “Masters of Marketing” speaker series
   * Ideas:
     + Live stream the event
     + Have people tweet in questions
     + Who is invited?- students, alum, media
   * Nick is interested in building relationships through this series
3. AOL

* Marketing students were compared to BSM students
  + There is a need to develop an instrument to address the deficiencies among the students
  + Deficiency-
    - The global economic, political, geopolitical and tying into the marketing environment
  + Sonja will work on a report of the results and what will be done to address the issue
  + Consider the reports and methodology and submit suggestions to Sonja
  + Sonja will present at next meeting

1. Student Clubs
   * Club leadership needs to strengthen at both levels
   * John wants help from the department in finding the “go getter” students to come in and take leadership in the clubs
   * John asks department to talk to the “star students” and recommend that they get involved
   * AMA information should be included on syllabi
2. Research discussion/Project work
   * There should be one semester where there is only one prep and more time to dedicate to research
   * Tony- Super Bowl Ad
     + He will be meeting with Fox
     + App for students to vote on ads
     + Hoping to get some publicity
   * Research Colloquium
     + SOM discussion on research