**University of San Francisco**

**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 11-08-13 | StartTime: | 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