**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 2-14-14 | Start  Time: | 9:00 AM | End Time: | 10:30 AM | Location: | MH 405 |

**Attendees (In-person):**Shenzhao Fu, Stanley Kwong, Leslie Goldgehn, Sonja Poole, Sweta Thota, Tony Patino, John O’Meara, Valerie Gonzalez

**Attendees (Telephone):** Ricardo Villarreal, Michelle Millar

**Absent:** Nick Imparato, Jonathan Barsky

1. March 5 Event
   * Although Nick Imparato is on sabbatical he is directing the Victor Nichols event. It will be held at the Howard campus
   * Possible dinner after the event- Nick will keep send out an email with more details
   * The event budget will come from Mindi’s FOAP
2. Marketing Majors Undergraduate and Graduate
   * Outside sponsor will donate a dinner/pizza to AMA club
   * John O’meara will send an email to the department with more details
3. Summer 2014 Classes – BSM Issues
   * Question: Will summer 2014 courses be counted as 9th course if taught at a branch campus?
   * Tony will send an email to confirm
   * This will determine future scheduling
   * Tony will begin looking for adjuncts for summer courses
4. Fall 2014 Classes – Addition of one more section of CB and International Marketing
   * Some faculty members teach a lot of preps- AQ/PQ concern
   * AQ faculty need to be teaching more to bring the department percentages up
   * Classroom constraints- a lot of competition for day time classes
   * Everyone should have the same class cap (80% mark)
   * Reserve a room and a permanent time slot for John Durham who has been a great friend to the department
5. Spring 2015 Classes
   * Leslie and Sweta might split a Consumer Behavior course
   * Sonja and Ricardo might split a Marketing Research course
   * Tony would like to have a set schedule for the next two years to reduce the issue of having to fill courses last minute
6. Research Items – AMA, ACR
   * AMA- the department should have a presence there, would be an embarrassment if Marketing department does not show up (8/1-8/4)
   * ACR- will be held in Baltimore in October
7. Standing Items
   * Assessment update- No report from AoL
   * Student Clubs Update- The department will discuss both Undergraduate and Graduate clubs at next meeting
8. Announcements
   * Sonja- The department is encouraged to submit a paper to the Jesuit Conference (Jesuit Schools of Business), USF is hosting it this year and will have a big presence
   * Stanley- Setting up an advisory board for China Business Initiatives
   * Sonja- Will talk to Mark Cannice about the development of the Entrepreneurship and Innovation minor. Possible opportunity to create a minor in Marketing