**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 2-14-14 | StartTime: | 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