**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 3-21-14 | Start  Time: | 9:00 AM | End Time: | 10:30 AM | Location: | MH 405 |

**Attendess (in-person):**Shenzhao Fu, Stanley Kwong, Sonja Poole, Sweta Thota, Tony Patino, John O’Meara, Valerie Gonzalez

**Absent:** Nicholas Imparato (Excused), Jonathan Barsky (Excused), Leslie Goldgehn (Excused), Ricardo Villarreal

1. Chair’s Report (Tony)
   1. Fall 2014 schedule
      * Instruction from Associate Dean, to not “stack” classes
      * MBA requirements- Consumer Behavior and Marketing Research
      * Tony will ask Stephan or John to teach Marketing Research elective
      * Marketing research and Analytics should not be offered in the same semester
      * Department needs to be more flexible- everyone should attend meetings, in person
      * Tenure track- everyone has waited to take their 3rd course and this has caused the issue of not offering enough classes
      * Marketing department is not allowed to use BSM courses as “in-load”
   2. BUS 302 prerequisites
      * Junior standing
   3. McLaren Fare
      * McLaren Fare is covered, the department has done a great job at switching out
2. Standing Agenda Items (Reports & Discussion)
   1. Student Clubs (John O.)
      * Please forward any internships/jobs for the club members to John
      * Please email John if you are interested in going downtown to talk to students about careers in Marketing. This will also be a great opportunity to promote Marketing classes/electives
   2. Assurance of Learning (Sonja)
      * Sonja is going to develop a comprehensive exam. She will send out an email to the department soon with more details (worksheets, questions)
   3. GPC (Tony)
   4. UPC
   5. Student Clubs (John O.)
   6. FDC (Tony)
      * Currently working on definitions (AQ, PQ, etc), trying to make it more exclusive
   7. Current Research (All)
3. Announcements
   * + Meetings must have an attendance requirement
     + Percentage of how many meetings department members should attend a year will be made