**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 3-06-15 | Start  Time: | 12:00 PM | End Time: | 1:30 PM | Location: | MH 405 |

**Attendees:**Nicholas Imparato, Shenzhao Fu, Jonathan Barsky (phone), Sonja Poole, Sweta Thota, Tony Patino, John O’Meara, Ricardo Villarreal, Leslie Goldgehn, Mohammed Nadeem, Vivian Faustino-Pulliam, Stephan Sorger, Valerie Gonzalez

AOL

* The department discussed the logistics of the AOL comprehensive exit exam, such as number of questions, online or hard copy, how to get students to take the test etc.
* Ricardo is concerned about the redundancy in questions and how this will affect the test score
* Vivian informed the group about the process that the Economics department used for their exit exam. The Economics department made the exam mandatory for all graduating seniors across all sections and the exam contained approximately 20 questions.
* John O’Meara volunteered his class since the test needs to be administered in a senior level course, with the majority of the students majoring in Marketing. Shenzhao will coordinate with John over the next few weeks.
* John requested a one paragraph description of the test and its purpose, to give to his students. Sonja has already written a description and will send it to John.
* The department decided to make the exit exam a comprehensive multiple choice test, made up of 50 questions. Students will have one hour to complete the test. The test will take place during the Spring semester of the students’ Senior year
* Because of the time restriction, the first exam will be a hard copy pencil and paper scantron exam. In the future, the department will administer the exam online via canvas.
* Concerns:
  + Ricardo: this exam is currently not on the syllabus and he is concerned about how this will affect the students
  + Shenzhao: concerned about study abroad students
* Sonja mentioned that she originally thought that the test would be administered to ALL graduating seniors, at the same time and in the same room. She thinks that this is a better idea because they would be able to test and get results/feedback from all Marketing seniors, rather than just a sample. She thinks that this method would be more beneficial for the department

Announcements

* Tony mentioned that the GPC discussed waivers for MBA students, he will send the department an email about this
* The GPC also discussed Faculty qualifications. Nick asked the faculty to look over the faculty qualifications worksheet and try to attend one of the meetings where the qualifications are being negotiated
* Elyria Kemp- will be on campus on Monday 3/9, she will be presenting on health care marketing
* Vivian asked about Hybrid courses (teaching both online and in class). The economics department has taught hybrid courses and Vivian is curious to know if the Marketing department is teaching hybrid style courses. Nick stated that this is up to the discretion of the faculty member.
* Tony is now a member of the Center for Research which helps support faculty with their research. This committee was appointed by Jenny Turpin and meets every other week.
* Tony is also a member of the Fact Finding Task Force. This group is looking through unused data that has been collected over the years (ex. surveys from graduating seniors)
* Tony updated the department on using the term “Analytics” in any of the SOM program names, SOM can no longer use this word. The MSAN department is teaching a Marketing Analytics class, Tony will email the syllabus to the department.
* Tony requested the requirement of a B or better in BUS 204 for Marketing Analytics, the department supported this request. It will be reflected in the catalog starting Fall 2015.

Motions approved:

* AoL comprehensive exit exam will be 50 questions long and students will have one hour to complete the test
* The exit exam will be administered to John O’meara’s BUS 361 class
* This test will be a hard copy exam (pencil and scantron) but will be online in the future.
* Requirement of a B or better in BUS 204 for Marketing Analytics