**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 4-30-14 | Start  Time: | 9:00 AM | End Time: | 11:00 AM | Location: | MH 405 |

**Attendees:**Shenzhao Fu, Stanley Kwong, Leslie Goldgehn, Sonja Poole, Sweta Thota, Tony Patino, John O’Meara, Ricardo Villarreal, Michelle Millar Valerie Gonzalez

**Absent:** Nicholas Imparato, Jonathan Barsky

1. Chair’s Report (Tony)
   1. Advertising Students
      * Current BUS 302 policy for Marketing majors: BUS 204 and Junior level standing
      * Advertising majors should have Junior level standing and the CSS course
      * Marketing department would like this new policy to be put in writing
      * Advertising department will give Marketing department a class in return
   2. BUS 363, 302, 349/Pre-requisites
      * BUS 363- 40 students enrolled for the summer
      * Co-requisites (BUS 302 and 363) are not allowed (Advertising students are not being told this)
      * BUS 349- Creativity/Innovation class should not be offered as an elective
      * Marketing department will only accept BUS 349 as an elective for Fall 2014
      * Marketing students should be advised to take Marketing electives so that classes are filled
   3. BSM coverage over the summer
      * BSM 302- courses offered in Pleasanton, Santa Rosa, San Jose, Sacramento and Main Campus; meet once a week plus one Saturday
      * One course can be counted as in-load (one 4-unit course)
   4. “Joint Learning Partners” (EdVenture Partners)
      * This will be further discussed at the August department meeting
   5. Research support
      * Faculty can request a Research Assistant for summer if they are AQ/SA
   6. Marketing Analytics
      * This course should be removed, students are not coming in prepared (will be discussed more in August)
   7. Deanna Pachinger
      * (Soft copy of worksheets attached)
2. Election of Chair
   1. Unanimous vote for Nicholas Imparato as Chair of Marketing department
3. Standing Agenda Items
   1. Student Clubs (John O.)
   2. Assurance of Learning (Sonja)
      * Sonja and John are working on an exit exam. It will be tested in the Fall, pilot in the Spring and launched in Fall 2015.
   3. GPC (Tony)
   4. UPC
   5. Student Clubs (John O.)
   6. FDC (Tony)
      * Faculty qualification categories defined
   7. Current Research (All)
4. Announcements
   * + Ricardo- acceptance of journal
     + Leslie- Two presentations
     + Nick- Presented a paper in Paris
     + Sonja- Presentation