**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 8-14-14 | StartTime: | 1:15 PM | End Time: | 4:15 PM | Location: | MH 230 |

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

**Absent:**

1. Chair’s Report (Nick)
	1. Department meeting calendar, other organizational items
		* Department meetings will be held on the second Friday of every month (with the exception of September and October) from 3:30pm-5:00pm
		* Marketing Department Retreat- will be scheduled on a Saturday, sometime during this semester. Faculty will email Valerie with their unavailable dates
	2. Distributing the department’s service obligations
		* Faculty will email Nick with their service obligations for 2014/2015
		* Brief feedback/reports on committees will be given at every department meeting from committee members (GPC, UPC, etc.)
2. Standing Agenda Items (Reports & Discussion)
	1. Aol:  Update, deadlines and next steps - Sonja Poole and John O’Meara
		* New mission statement and new goals
		* Goals should be what students are being “assessed” on
		* Faculty should send any edits/ideas to Sonja and John
		* “Team Projects” cannot be used for AACSB
		* An exit exam will be created that will prove that students learned goals.
		* Faculty must create the questions that will be on the exit exam. Students must be able to answer the questions correctly to demonstrate that goals were learned
		* Exit Exam is not mandatory but the department agrees that it is the best option
		* Sonja has the idea of distributing a certificate for the students who perform well on the exam
	2. Upcoming meeting with Elizabeth Davis – All
		* Nick would like to present:
			1. Online resource page
			2. Marketing department’s point of view for vision
			3. Completed events (clubs, masters of marketing series)
			4. Resource Booklet
			5. Important research/publications
	3. Resource needs/recruitment - Leslie Goldgehn
		* Dean Davis requested for Leslie to volunteer at USF Parent Night
		* Demonstration of commitment amongst faculty in the Marketing department
	4. A review of scheduling and curriculum issues - Tony Patino
		* Issue with Advertising students

* 1. Student Resource Guide – Faculty pages/bios - Tony and Ricardo Villarreal
1. Announcements – All

a. Overview of research projects - All