**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 8-14-14 | Start  Time: | 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