**School of Management**

**Marketing Department Meeting**

**Meeting Summary**

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| Date: | 9-26-14 | Start  Time: | 3:30 PM | End Time: | 5:00 PM | Location: | MH 405 |

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

**Absent:** Leslie Goldgehn (excused), Michelle Millar (excused)

1. Chair’s Report (Nick)
   1. AOL

* Jason Lyons has provided a template for AoL
* The Annual AoL report is due on Oct. 1st
* Marketing Faculty should send Sonja any useful data (exam questions and answers) to enter into the report
* Team projects are not helpful for the report, only individual test results and projects can be used
  1. Visit with Richard Stackman relative to issues, overview, suggestions about BSBA Faculty will email Nick with their service obligations for 2014/2015
     + Richard mentioned that there is a standardized commercial external exam that will be given to incoming freshmen and outgoing seniors to collect data and evaluate how much information is retained over the 4 years.
     + Richard will send the department the 12 questions from the exam
     + Honors students- the Marketing department would like to see the school make a decision on what they want to do to support these students. Richard says that an honors cohort program will not work.
  2. Review and edit of the Retreat agenda
  3. Student organizations
     + Both Undergraduate and MBA level AMA student clubs have Facebook pages that students update on a regular basis
     + John will send Marketing Faculty dates on future events. Nick thinks that it is a good idea for Faculty to try and attend some of these events
     + Please send any business contacts and/or internship opportunities to John

1. Standing Agenda Items (Reports & Discussion)
2. GPC
3. UPC
4. FDC
5. Current Research (All)
6. Announcements – All

a. Overview of research projects - All