**University of San Francisco**

**School of Management**

**Marketing & Law Department Meeting**

**Meeting Summary**

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| Date: | 9-13-13 | Start  Time: | 12:00 PM | End Time: | 2:15 PM | Location: | UC 402/403 |

**Attendees:**Shenzhao Fu, Stanley Kwong, Karl Boedecker, Nick Imparato, Michael Becker, Leslie Goldgehn, John Barsky, Sonja Poole, Sweta Thota (via phone), Tony Patino, Lydie Pierre-Louis, John O’Meara

**Announcements:**

1. Begin a shift to more professional topics for meeting agendas

* Focus: Related to why we came to university (i.e. teaching issues, research, advisory work)
* Next meeting: Invite two or three adjuncts to attend

2. Congratulations to Stanley on his article in China Daily

**Calendar Items:**

1. Saturday, Nov 2nd - Reform Chinese capital system in Mclaren (more info to come)- Stanley
2. Career Pay, AMA Chapter meetings

**Staff Issues**

1. Scheduling

* Karl suggested carefully thinking through which MBA electives are offered because there are too many low enrollments
* Richard Waters Media Relations - run as an experimental class during intercession at the MBA Level –agreed
* Nick will bring attention to going back to Mon-Wed classes at next chair meeting
* Tony Patino to lead a subcommittee with John O’Meara, Sonja Poole and Leslie Goldgehn to set out a process for devising two year teaching schedule

1. Curriculum

* Stephan Sorger doing a great job on MBA level Marketing Analytics course, per student feedback
* Decision to keep the pricing course- Tony will teach it at MBA level and Sweta will teach it at UG level
* Discussion around the creation of a Business Law concentration for undergraduates
  + Many international students interested in Business Law concentration
* Very likely that law group will be separated from marketing
* Discussion around a possible undergraduate revision/Stackman “Re-imagining”
  + Faculty survey questions recommended:
    - 1) Does faculty believe now is the time to embark upon an undergraduate redesign?
    - 2) If so, what would the objectives be? Rationale? Measure of success?
    - 3) Process? Concerned that what has been handed down from above has rigid structure to it and faculty has not been involved.

1. Updates
   * Unanimous agreement to have adjuncts participate in future department meetings

* Shenzhao administered an exam on two sections of International Marketing courses.
  + Results showed that there are areas that need to be improved and material that needs to be discussed
  + 2/3 at 70% level. Disparity in upper and lower 27%
* AOL Communications: Sonja raised question about University communications regarding due dates for reports.
* Tony, Sonja Leslie and Nick are working on a project about different learning styles in the classroom. Will have something ready in a couple of weeks- online questionnaire
* John would like support for the AMA Chapter clubs- in terms of execution
  + Leslie suggested holding elections earlier
  + Nick would like to invite club officers to the next meeting to say what they envision and to share what they are doing (10 minutes only)