

Advertising Faculty Meeting Minutes

January 10, 2018

Weimer 2066

Attending: Alpert, Chen, Goodman, House, Kelleher, Kim, Krieger, Morris, Morton, Treise, Weigold

- I. Meeting called to order at 10:39 a.m. by Kelleher.
- II. Minutes from 11/16/17 approved.
- III. Spring Calendar
 - a. Kelleher reminded faculty of the upcoming site visit by the ACEJMC Accrediting Council.
 - b. Four guests/potential new members will attend the spring Advisory Council. Kelleher encouraged faculty to attend the Ad Council lunch and business meeting.
- IV. Curriculum Update and Assessment Plan
 - a. The Advertising curriculum now has course codes for Branding, Professional Workshops and Advanced Internships.
 - b. Krieger shared information about her ADV4930 course to faculty and encouraged them to send any interested students to her for more information.
 - c. Weigold updated faculty on the progress of developing a new assessment plan and faculty discussed options that would work with the new curriculum while accomplishing the desired learning outcomes and program goals.
- V. Job Searches
 - a. Morris, Weigold and Kim updated faculty on the current progress of filling the lecturer and assistant professor lines given by the Provost.
- VI. Meeting Adjourned at 11:42 a.m.