

Advertising Dept. | MINUTES

Meeting date | 9/17/2014 1:55 PM | Meeting location Weimer 2066

Meeting called by Tom Kelleher, Dept Chair

Attendees

Kelleher, Weigold, Krieger, Treise, Morris, Kim, Zheng, Morton, Goodman

AGENDA TOPICS

Approval of minutes [Name]

Treise moved for approval. Morris seconded. Minutes approved

Discussion items

Digital Advertising Sales Certificate

Potential opportunity to develop an online graduate certificate program in conjunction with the Laredo Group. Program would prepare students to successfully obtain IAB certification. Details are being negotiated with Laredo, including how instructors would be selected. Could be a key source of revenue for the department (50% net proceeds).

Job Ad Draft (faculty/lecturer)

Goodman drafted position ad, ad approved by Spiro. General discussion about teaching load, scholarly or creative research, the relative weight given to experience in digital/social media, whether to include grant activity in ad, and the balance between research and teaching needs of the department.

Graduate Program Business

Treise provided an update from the committee, which met earlier today. Committee cannot make recommendations without research. A survey is planned of non-recent graduates, recent graduates, and advisory board members to inform undergrad and grad curriculum revision. Kelleher has current list of advisory board members.

Meeting adjourned at 3:10.

Respectfully submitted,

J. Krieger