

Advertising Faculty Meeting Minutes
March 16, 2016

Attendees: Chen, Goodman, Kelleher, Kim, and Morris

Meeting called to order at 10:40 am.

Review of Three MMC Courses

Sylvia M. Chan-Olmsted gave a presentation on MMC 3420 Consumer & Analytics course. Advertising faculty members asked questions about certificates, databases, size of the class, and UF online logistics. Sylvia suggests developing and offering user experience courses by advertising department or the collaboration between advertising department and telecommunication department.

Rob Marino had a telephone discussion with the advertising faculty members on MMC 2100 Writing for Mass Communication course. The discussion focused on the orientation of the course, appropriate goals of the course, and the grading of written assignments. Rob showed his willingness to have ongoing communication and discussion with the curriculum committee on the possible revision of the course.

Renee Martin-Kratzer's email responses were presented to the advertising faculty members as a reference to discuss MMC 2121. The discussion focuses were the differences between MMC 2100 and MMC 2121, and whether MMC 2121 was a better choice for advertising students.

At the end of the meeting, Tom mentioned that three department chairs will meet with the English department soon to discuss the possible third writing course tailored specifically to the students from our college.

Meeting adjourned at 11:45 a.m.