Advertising Faculty Meeting Minutes

January 10, 2018

Weimer 2066


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.