

Advertising Faculty Meeting Minutes

November 1, 2023

Zoom

Attending: Chen, H., Feng, Y., Kember, S., Moon, W., Morton, C., Windels, D., Windels, K., Cribbs, B., Calienes, E., German-Coley, Sun, Y., and Chang, H., Dankers, N, Johnson, B

- I. Meeting called to order at 8:30 a.m. by Chen, Huan
- II. Approved the October 18th, 2023, minutes.
 - a. Update to minutes
 - i. T&P workshop was moved to Weimer 3032 from the AHA lounge.
- III. Globalization task force report
 - a. The aim is to equip our students to excel in the global job market.
 - b. Approval of two courses for the International Scholar Program for Spring 2023.
 - c. Planning for an International Speaker Series for Spring 2024.
 - d. Initiatives for Class Collaboration with international institutes in Fall 2024.
 - e. Consideration of Professional Immersion Abroad for Summer 2025.
- IV. AI certificate courses
 - a. Proposal to obtain permanent course numbers for Social Media Analytics & Strategies, and AI & Advertising for inclusion in the UF AI certificate program.
- V. Research committee announcement
 - a. Call for speaker nominations for Spring 2024.
- VI. Search committee updates
 - a. Candidates will visit throughout November.
- VII. Old/New Business
 - a. Updates on course development support for online concentration of advertising.
- VIII. Motion and second were made to the close of the meeting.
- IX. Meeting Adjourned at 9:16 a.m.