



**GENERAL FACULTY MEETING**  
**THURSDAY, AUGUST 26, 1999**  
**3:30 - 5:00 PM**  
**STZ 101**  
**AGENDA**

1. **Minutes:**  
Approval of minutes from the March 18, 1999 General Faculty Meeting (**attachment 1**)
2. **Welcome:**  
Unit Heads will introduce new faculty and visitors
3. **By-Laws Informational Item:**  
Updates (attached) have been made to the College By-Laws to reflect responsibilities that have been added to the Promotion and Tenure Committee and in the interest of consistency. (**attachment 2**)
4. **Undergraduate Committee:**  
The Undergraduate Committee has approved the following course change and has requested that it be presented at the next College of Business Administration Faculty Meeting for approval.  
  
**Change prerequisites: (attachment 3)**  
ISM 4113 – Business Systems Design and Applications
  - ♦ Old prereq: CGS 3460 or CGS 3462 and CGS 3403 or COP 3121
  - New prereq: One of the following programming classes taken prior and one taken concurrently: CGS 3460 or CGS 3462; CGS 3403 or COP 3121
5. **Capital Campaign update (attachment 4)**
6. **Budget update**
  - Financial information FY 1990-91 - 1999-00 (**attachment 5**)
  - Budget Increases 1999-00 (**attachment 6**)
7. **Endowment update (attachment 7)**
8. **Off-book programs**
  - discussion only
9. **Other Business/Announcements**

**GRADUATE FACULTY MEETING**  
**August 26, 1999**

1. **Minutes:**  
Approval of Minutes from the March 18, 1999 Graduate Faculty meeting (**attachment 1**)

2. **MBA Committee:**  
The MBA Committee has approved the following curriculum additions and has requested that these changes be presented at the next College of Business Administration Graduate Faculty Meeting for approval. These new courses will support the attached overview of concentrations for the MBA program. (**Attachment 8**)

New Courses

MAR 6595 – Managerial Decision Making

- ♦ Credits/Contact: 2
- ♦ Description: In this class, students will discuss what constitutes high quality decision making, how managers tend to predictably fall short of these standards, and how decision making can be systematically improved.
- ♦ Prerequisite: MAR 5805

MAR 6335 – Building and Managing Brand Equity

- ♦ Credits/Contact: 2
- ♦ Description: Brand management is organized around the product and brand management decisions that must be made to build, measure, and manage brand equity. The focal objectives are: 1) to increase understanding of the important issues in planning and evaluating brand strategies; and 2) to provide the appropriate theories, models, and other tools to make better branding decisions.
- ♦ Prerequisite: MAR 5620, MAR 5621 and MARA 5805

MAR 6655 – Data Based Marketing

- ♦ Credits/Contact: 2
- ♦ Description: This course is designed to provide an overview of the principles of database marketing and practical experience using direct marketing as a technique for developing a “customer based marketing strategy. During the semester, you will be exposed to the types of customer information which should be collected and stored in a customer database and how to effectively use the information to achieve your marketing goals.
- ♦ Prerequisite: MAR 5805

MAR 6453 – Business-to-Business Marketing

- ♦ Credits/Contact: 2
- ♦ Description: This course focuses on marketing strategy concepts for marketing products and services to other businesses; institutions such as hospitals and Universities, and the government. Emphasis is placed on the role of marketing strategy as part of the overall business strategy. Special emphasis is placed on developing and launching new products, managing channels of distribution and sales forces, building and maintaining alliances and partnerships.
- ♦ Prerequisite: MAR 5805

MAR 6203 – Distribution Channel Management

- ♦ Credits/Contact: 2
- ♦ Description: This course examines strategic decisions made to build competitive advantage through effective distribution channel management. The course considers strategies for using channels to provide unique benefits to end user and consumers and reduce distribution costs.

3. **Informational items:**

The MBA Committee has approved the following:

- 1) Changes in the Competitive Strategy Concentration (**Attachment 9**)
- 2) Addition of a concentration in Latin American Studies (**Attachment 10**)
- 3) Changes to the MBA Real Estate concentration (**Attachment 11**)

4. **Informational item:**

Master's of Science and Management (**Attachment 12**)

5. **Enrollments:**

- 1) Traditional MBA (**Attachment 13**)
- 2) Executive MBA (**Attachment 14**)

6. **Other Business/Announcements**

## PEP LECTURE BY

**BARTON WEITZ**

# "MARKETING AND ECOMMERCE: DEMAND ISSUES AND THE INTERNET"

**UPCOMING FALL SEMESTER FACULTY MEETINGS:**

**THURSDAY, OCTOBER 7, 1999 (3:30-5:00P)** Agenda items due 9/23/99

**THURSDAY, DECEMBER 2, 1999 (3:30-5:00P)** Agenda items due 11/18/99

**PEP LECTURE SCHEDULE:**

**Thursday, December 2, 1999**

**Alan Sawyer - Title: The Accuracy of Managers' Beliefs About What Consumers Think: Possible Causes"**