



Graduate Programs in Business
Warrington College of Business Administration
Fisher School of Accounting
John Kraft, Dean

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FACULTY MEETING
FRIDAY, JANUARY 18, 2002
1:30–3:30 P.M. – 102 STUZIN HALL
AGENDA

1. Minutes from the November 9, 2001 General Faculty Meeting (**attachment 1**)
2. **Teaching Committee:**
Information/discussion – Peer Review of Teaching (**attachment 2**)
3. The Economics Department has approved the following for LAS students and requested that it be presented at the next College of Business Administration Faculty Meeting for approval.

Curriculum Change: (attachment 3)

Prerequisite Change:

ECO 3101

Intermediate Microeconomics

- New Prereq: ECO 2023 and MAC 2233 or EIN 4354 and ESI 4312
- Old Prereq: ECO 2023 and MAC 2233

4. Dean's Report
– Budget
5. Other Business

GRADUATE FACULTY MEETING
AGENDA

1. Minutes from the Graduate Faculty Meeting November 9, 2001 (**attachment 1**)
2. **Masters Committee:**

The Masters Committee has approved the following and is submitting these for approval by the Graduate Faculty:

Joint Program: (attachment 4)

Proposal for a new joint program between the College of Law and the Finance, Insurance and Real Estate Department culminating in a Juris Doctor, awarded by the College of Law, and a Master of Science in Business Administration – Finance degree awarded by the Warrington College of Business Administration.

Master of Science in Business Administration – Retailing (attachment 5)

Proposal for a new Master of Science in Business Administration – Retailing (project in lieu of thesis) that will be taught primarily via the internet.

3. *New Courses:*

MAR 6647

Customer Relationship Management (attachment 6)

♦ Credits:

3

♦ Contact Hours:

3

♦ Description:

This course introduces students to the customer relationship perspective in marketing that focuses on acquiring and building and maintaining mutually beneficial relationships with them. This perspective views the customer as a financial asset that companies should measure, manage and maximize just like other assets. The course examines a wide range of marketing activities that build customer equity including the use of information and communication technologies to facilitate the relationship building process and building loyalty through the provision of excellent customer and the development of a compelling brand image. While various database marketing approaches are discussed in the course, the objective is to understand the applications of these tools rather than master the technologies.

MAR 6817

Retail Strategy (attachment 7)

♦ Credits:

3

♦ Contact Hours:

3

- ♦ Description: The growing intensity of retail competition due to the emergence of new formats and technology plus shifts in consumer needs is forcing retailers to devote more attention to long-term strategic thinking. This focuses on analyzing the evolving nature of the retail environment (customer needs and competitive capabilities) and the process and issues in developing a strategy for competing successfully in this challenging marketplace.

MAR 6972

Project/Thesis (attachment 8)

- ♦ Credits: 3
- ♦ Contact Hours: 3
- ♦ Description: In lieu of a thesis, each participant will be required to complete a project assignment. The faculty member supervising the project will work with the student and the student's company to delineate a project that offers an opportunity for students to apply the material they have learned in the program. The faculty member will supervise and advise the student throughout the process until completion of the project. The final assignment will be a written report and a presentation the student will make to both the advisor and organization. Each organization will review the project to assess the following aspects of the project; problem identification, delineation of alternative approaches, evaluation of alternative approaches, and the financial implications of its implementation. The grade will be assigned by the advisor with input from the company and given upon completion of the final semester.

4. Informational Item: (attachment 9)

Internet version of the Master of Science in Business Administration – Management program

5. Dean's Report

January 15, 2002

Page 4

6. Other Business