

Warrington College of Business Administration
Heavener School of Business
Fisher School of Accounting
Hough Graduate School of Business

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**GENERAL FACULTY MEETING
MINUTES | WEDNESDAY, NOVEMBER 19, 2014 | 4:00 p.m. | HEAVENER 240**

1. A motion was made to approve the October 6, 2014 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. Proposed changes to the College Bylaws were presented as an informational item at the 10/6/14 meeting. These changes were presented for approval by the college faculty at this meeting. A motion was made to approve the changes to the College Bylaws. The motion was seconded and the faculty voted to approve the college bylaws as presented.
3. A motion was made to approve the following items as presented by the Undergraduate Committee. The motion was seconded and the faculty voted to approve the following items:

Course Change: (approved)

Prefix/course#: GEB 4906

Effective Term: Spring 2015

Rationale: To allow students pursuing research to register for credit for tracking purposes at no tuition bearing expense to them.

The Undergraduate Committee presents the following item for approval by the college faculty:

-General Education changes to the BSBA and BABA (attachments) (approved)

4. Rich Lutz gave a brief update on Teaching Committee activities. The "third" draft document was presented at the meeting.
 - Revised AACSB standards
 - Faculty Teaching Portfolios
 - PhD student teaching training and awards
5. Dean's Report:

A motion was made to adjourn. The motion was seconded and the meeting adjourned.

GRADUATE FACULTY MEETING *(Immediately following the General Faculty Meeting)*
MINUTES | WEDNESDAY, NOVEMBER 19, 2014 | 4:00 P.M. | HEAVENER 240

1. A motion was made to approve the October 6, 2014 Graduate Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. A motion was made to approve the items as presented by the DBA Committee. The motion was seconded and the faculty voted to approve the following items as presented.

PREFIX: MAR 7XXX

FULL COURSE TITLE: MARKETING STRATEGY SEMINAR

EFFECTIVE TERM: SPRING 2015

CREDIT: 3

The Foundation for The Gator Nation

An Equal Opportunity Institution

CONTACT HOUR: BASE 24 / HEADCOUNT 25

DESCRIPTION: This doctoral-level course will expose students to research on four key areas within marketing strategy (i) Philosophy and methods (ii) Customer strategy (iii) Brand strategy, and (iv) Strategy performance. We will examine these topics through a seminar that will discuss, critique, and extend the extant literature. Course readings cover both classic and state-of-the-art articles in marketing strategy. Students will be encouraged to challenge assumptions, frameworks, and findings in these readings.

RATIONALE: The course will offer a springboard for new research questions, ideas, and frameworks to enrich and extend understanding on marketing strategy by management practitioners and applied researchers. It emphasizes substantive (vs. conceptual) research questions, applications, (as opposed to development) of theory, and practical (as opposed to novel) empirical contribution.

PREFIX: MAR 7627

FULL COURSE TITLE: QUANTITATIVE RESEARCH METHODS AND DATA ANALYSIS

EFFECTIVE TERM: SPRING 2016

CREDIT: 3

CONTACT HOUR: BASE 24 / HEADCOUNT 29

DESCRIPTION: This doctoral-level course introduces multivariate data analysis and mathematical models in marketing theory often called marketing science. This course covers basic and advanced multivariate data analysis with applications for business, marketing research and consumer behavior. Course readings cover both classic and state-of-the-art articles in marketing science.

RATIONALE: This course is similar to MAR 7626 (multivariate analysis) for PhD students. However, the course is targeted toward D.B.A. students. Hence, the course emphasizes research-based profession practice (vs. purely scholarly research), applied research (vs. theoretical research) and rigor (vs. novelty and contribution). The course is more theory-based than an M.B.A. course but stresses theory development less than an advanced PhD research course.

4. Other Business - none

5. Dean's Report

- Heavener Hall completed
- Moves are will be taking place next week
- All classes will be held in Heavener during the spring
- The college will be recruiting for (5 or 6) faculty: Marketing, Management, and Finance.
- The new President will arrive January 2, 2015

A motion was made to adjourn the meeting. The motion was seconded and the meeting adjourned.

Attendance: John Kraft, Selcuk Erenguc, Tawnya Means, Amanda Phalin, Robert Thomas, Richard Lutz, Mike Ryngaert, Jane Douglas, Bart Weitz, Alan Cook, Aner Sela, Joe Alba, Asoo Vakharia, Angie Holland