South Central College  
Marketing Department Advisory Committee  
Fall 2012  

November 01, 2012 at Noon in room E104  

Attendance:  

Jay Thompson, US Bancorp, Advisory Committee Chair  
Jane Greathouse SCC  
Dr. Kevin Elliot, MSU,M  
Shane Bowyer, Bethany  
Sandra Oachs, Hilton Garden Inn  
Cathy Riley, AgStar Services  
Jesse Frederick, Vanderberg Clean  
Sarah Wilfahrt  
Mary Berg, Mankato Area Public Schools  
Harold Chromy, SCC  
Mike Zarn, retired SCC faculty member  
Roberta Moorhouse, SCC  
Kristi Maruska, SCC  
Shayne Narjes, SCC  
Kristi took notes.  

Program Review  

Roberta provided details on the program review response and action plan. She discussed the committees comments on consistency in grading and on-line etiquette and the need to develop more consistent measures in each of our classes. Specifically plagiarism was addressed. She also discussed the internship program and how we are responding with an update to the internship class.
Mike Zarn questioned how the information and comments were gathered by the evaluation team members. It was discussed that it was through different forums but the student forum was very productive.

Operational Plan

Kristi provided an overview of section 2 of the document which included the Operational Plan. 38% of graduates have gone on to further education as opposed to 14% from previous years.

Academic advising was discussed including the fact that the marketing department continues to do academic advising. She also discussed the operational goal of relationship building with our students through office hours, open door access to teachers and advising.

Assessment plan

Kristi explained the goal to determine the level of competency of marketing students through a standardized evaluation tool. The tool used was the NOCTI test and this test was implemented last year for the first time. She discussed the results and how the assessment plan will tie the results of the NOCTI to the core competencies of the marketing degree.

Kristi also discussed the use of internship as an assessment tool and this too will be tied directly to core competencies in the assessment plan.

Credit Program Change- 64 credits to 60 credits

MnScu is mandating that all 2 year colleges have a 60 credit cap in their programs and 4 year institutions have a 120 credit cap. The marketing management program will change from a 64 to a 60 credit. Shayne outlined the program’s plan to implement this.

The proposed Special Topics class was discussed as well as the Practicum Management class as two additional 2 credit class that would become available for students to take to meet the technical elective requirements. These would be new classes that are being introduced to the advisory committee.
Motion was made to approve the credit change and support the two new courses.

Shane moved.

Jesse seconded the motion.

The motion was approved anonymously.

Jay discussed the scholarship program and changes being made to stretch the amounts.

Jay also discussed how it is best to stay in contact with alumni.