

Name: Marketing & Management Advisory Committee
Date: February 8, 2024
Time: noon
Location: Zoom
Members: Jake Kvasager, Brittany Rose, Stephanie LeDuc, Bobbie Taylor

Topic	Responsible Party	Discussion/Outcome
Director's Report	Bobbie	Spring 2024 Enrollment <ul style="list-style-type: none"> • Marketing & Management, AAS <ul style="list-style-type: none"> ○ Campus 11 ○ Online 17 • Digital Marketing <ul style="list-style-type: none"> ○ AAS 8 (5 have both the AAS & Cert.) ○ Cert 8 (5 have both the AAS & Cert.)
Program	Bobbie	Program Updates: Marketing & Management <ul style="list-style-type: none"> • Remove Intro to Sociology as a requirement and change this to an MNTC (general) elective. This will increase the MNTC electives from 3 credits to 6 credits. • Add ADMS 2236 Project Management as a technical elective option • Update course learning outcomes. Currently, there are too many learning outcomes listed. We want to aim to have 2-3 outcomes per credit. Program Updates: Digital Marketing AAS <ul style="list-style-type: none"> • The council approved suspending the AAS degree, effective in fall 2024. Much of the curriculum can be found in the Marketing & Management AAS program. The certificate will offer additional skills required in the digital market, which is an expectation within the marketing industry. The Marketing & Management AAS degree and the certificate will complement each other effectively.

Other		<p>Business programs have been active by going into the classrooms at some local high schools to engage them in thinking about business programs at Northland. We have also held on-campus activities when we had high school fairs at Northland.</p> <p>The next meeting will be scheduled in fall 2024. Strive for noon, in person, at the Blue Moose.</p>
Adjourned		